

EXPERIENCE **JAPAN** IN NEW YORK CITY

CHOPSTICKS NY

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FREE



Beauty & Health: The Japanese Way

SPECIAL INTERVIEW

Keiko Aoki

(Restaurant Chain Chief Executive Officer)

www.chopsticksny.com

Beauty & Health

— The Japanese Way

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Be there at the opening of Chopsticks' new office in New York and South Fork, NY, and meet Audrey S. Bayley and the team at Chopsticks page 63.

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ON THE COVER

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Chief Executive Officer of Benihana of Tokyo, cookbook author, and entrepreneur, Keiko Aoki is a super mom, multi-talented, business woman. Chopsticks NY chatted with her about her business, philosophy, and health tips.

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"IT IS ALL ABOUT SURROUNDING YOURSELF WITH THINGS THAT YOU LOVE."

— KEIKO AOKI



KEIKO AOKI (born in Tokyo and former Miss Tokyo, she studied at Yamaguchi Gakuin College, Hawaii University and Harvard Business School. She started her consulting company in New York in 1988. In 2000, she married Rocky Aoki, the founder of Benihana group and took over his business at his decease in 2008. As Chief Executive officer of Benihana of Tokyo, Inc., she devotes herself to spreading the Benihana chain worldwide, which was Mr. Aoki's wish. In addition to her Benihana business, she is currently in charge of a consulting company catering business, and healthy food tech. www.benihana-of-tokyo.com www.keikoaoki.com

*Running around the globe as Chief Executive Officer of Benihana of Tokyo, Inc., cookbook author, and entrepreneur, Keiko Aoki is a super athlete, multi-talented, business woman. She has just launched her new ready-to-eat food line, using Japanese home cooking dishes, and promotes a healthy diet. Right before her business trip to Southeast Asia, she chatted with *Chopsticks NY* and shared her health tips, way of life and business philosophy with us.*

You are a person who juggles many different roles. What is your daily routine?

Every morning I am out of bed by 6:30, and I wake up by having my coffee. After that I make my international calls from 7-7:30 I head to the gym for some exercise, and then from 8-8:30 I walk my dog Meg in Central Park before we head to the office together at 9:30. During our hour and a half together in the park, I enjoy being surrounded by nature and use that time to think about the day's business issues. At that time, many good ideas come to mind. Walking along with a clear head and watching changes in nature such as the pond freezing and the leaves changing color leads to higher quality work than when I am just sitting in my office. It is a chance to objectively and thoughtfully deliberate on things like the direction I am heading in and any problems I am encountering at work, and this is where I find solutions.

It sounds great to start the day with that kind of stress release.

It is hard to be healthy if you are feeling stressed out. It is not just about the food you eat, but the health of both your body and mind are important. Even if you eat food that is good for you, get massages and wear nice workout, some of this will have an effect if you don't have a healthy mind. The biggest goal in terms of becoming beautiful is building a solid foundation, like with a house. When things that sport you remain

in your head, this frees out your body and harmful hormones are released. People often say that by feeling in love you become beautiful, but I don't think this is the only way. It's more a matter of creating a positive environment for your body and mind. With this, you will naturally release positive hormones and that will change your features for the better. The idea is to shine in your own way. In order to accomplish this, you have to know yourself.

What do you think is the key to finding this confidence?

It is all about surrounding yourself with things that you love. For example, certain people or pets or colors or food or furniture. It doesn't matter what it is and what people say about it, as long as it has meaning to you. When people are around things that they love, they naturally flourish. By loving something and being loved, you become beautiful. It is the same with work that you enjoy.

Speaking of work, can you tell us a little bit about your new food line with Fresh Direct?

We picked soba noodle salad to start with to highlight this noodle because ramen's popularity has overshadowed other Japanese noodles. As Japanese people, we dip soba in sauce, but for most Americans this is a hard way to eat it. For them it is easier to just pour the sauce over the soba, but in doing this the soba expands and the taste changes, so for this purpose we created soba dressing for the American market. With this, Americans can take their time eating as opposed to Japanese who tend to quickly slurp their soba. We launched this line with Fresh Direct last November. Going forward, we would like to introduce other essential Japanese foods such as *tempura* (fried seafood seasoned with *tempura* sauce) and *tempura* (type of seaweed) seasoned with *tempura* (soba sauce) at other supermarkets like Whole Foods. My basic concept for KEIKO AOKI INNER MAKEUP™ is "ready to eat," meaning introducing Japanese food culture in a form that can be eaten as is, without preparation. The reason is that people who work in New York often don't use their kitchens and just want food in a container they can simply throw away.

What do you see as the appeal of Japanese food?

I think that Japanese and Asians in general tend to have a lot of information regarding what they consume. For example, we know what nutrients sail-

ons provide, that seaweed is good for your hair and that onions help the blood circulation. These are things that we hear while growing up, and they become common knowledge. Japanese foods such as *shoyu*, *misu* and *tempura* (seasoned seafood) have lots of enzymes which are especially necessary as you get older. They are like gasoline for our bodies, so the more you get, the longer you live and the lower your stress level.

What are your future business plans as an entrepreneur?

My overarching goal in the near future is growing the business of Tokyo business throughout the world. We currently exist in 75 different countries, but most of our Asian restaurants are franchises so we are looking to increase direct management in that region. My next business trip is to Singapore to scout new locations for this purpose. At the same time, I would like to continue my promotion of Japanese food culture in other countries. I would like to focus on being able to balance the flavor, which is the profitable side, and the latter, which is my personal interest. My business philosophy revolves around the Japanese idea of "omotenashi no kokoro" or "hospitality from the heart." I really like this and want to use it as a concept for Benshana. It means respectfully welcoming all customers, something that is often lacking in other countries. In Japan, even our fast food restaurants have this quality!

What is something you learned from your late husband, Rocky Aoki (founder of Benihana)?

KEIKO AOKI INNER MAKEUP™

The new line of healthy Japanese food products, KEIKO AOKI INNER MAKEUP™ is a versatile through Fresh Direct. The first of the line is Soba Noodle Salad that includes soba noodles, a peak of seaweed dressing and tempura onion pieces. It combines soba as is paired with fresh greens and seafood or any other food and side dish. TEL: 212-425-1536



KEIKO AOKI Specialty Catering

The service offers healthy fresh and delicious Japanese catering in New York City. All caterings, personal catering functions for 4 to 10 people in your home.

haha?

This concept he instilled in me the most is to always try new things, and this has become my core. Life is short so I try to look at each day as a gift. A big part of this is surrounding yourself with positive people who you can regard as mentors, and Rocky's existence was like this for me.

Do you have any recommendations for Chopticks NY readers who are interested in visiting Japan?

I think that really depends on the audience you are targeting, such as solo travelers vs. a group of girlfriends vs. an older couple, and of course differences between the genders. I don't know about Japan because I don't do touristy things when I am there, but the one place I am always sure to visit during all of my international travel is shopping centers. Here you can learn about that country's economy, fashion and culture all at once. You can compare it to New York and make valuable discoveries. So I think it would be interesting for visitors to Japan to check out shopping centers and department stores like Isetan and Mitsukoshi. It is fun to wander around.

— Interview by Stacy Smith



Benihana of Tokyo Kitchens is one of the fastest growing Japanese restaurants in the US. TEL: 212-255-5555
www.benihana.com

Large group catering also available. Includes our home of seaweed, sushi preparation with live performance by sushi chef.
www.keikofoods.com

Easy & Healthy Japanese Food for the American Kitchen

Convenient, easy-to-use cooking techniques with traditional Japanese recipes. Keiko Aoki balances the delicate flavors of Japanese cuisine with ingredients and equipment found in the average American kitchen. These quick-to-prepare recipes are designed to accommodate the hectic and busy lifestyles most Americans endure.



Health

Allergy-Free Zone and Relaxation Haven in Midtown

According to the owner of iDo Holistic Center in Midtown Manhattan, one of the most common symptoms were amongst New Yorkers today: allergies. "Today, especially in a city like New York, it is virtually unavoidable to come in contact with some kind of allergen, whether it's dust, mold, exhaust fumes, or pollen," she explains. So, to meet the needs of today's patients with growing allergy problems, iDo Center created their second location, **iDo Healing**, in Midtown, and turned it into a total allergy-free zone.

For the last ten years, iDo Holistic Center in Midtown Manhattan, has been helping New Yorkers battle various illnesses, as well as maintain mental and physical well-being using methods based on Eastern alternative medicine. Their motto is "to restore the body to health by natural and gentle means", and the design of iDo Healing is highly reflective of this concept, providing ultimate relaxation to all visitors.

iDo Healing is equipped with ozone generating machines and Austin Air Purifiers, which together reduce all allergens from the environment. As iDo Holistic Center, their new space offers shiatsu, acupuncture, Japanese herbal treatments, and sauna treatments.

"The majority of our patients come in with desk-work related aches and pains like severe shoulder, hip, and back aches. Other common symptoms we see are severe emotional stress, where patients become extremely aggravated easily which can be managed with herbal remedies," she says.



Currently the second location is having a grand opening promotion where any massage (Reg. \$85-\$95) and sauna (Reg. \$35) combination is only \$60 for the month of April.

iDo Healing
2311 42nd St., 3rd Fl. (bet. Madison & 36th Ave.), New York, NY 10017
TEL: 212-698-2650 | www.idocenter.com

Product

The Cutting Edge of Rice Cooking Technology

Cooking delicious rice is about to get easier. Zojirushi, the Japanese brand long known as the industry standard in innovative cooking products, has just released its latest rice cooker, the **UNAMI™ MICOM RICE COOKER & WARMER**. Often described as the fifth taste, unami means "good flavor" or "deliciousness" in Japanese. True to its name, the new rice cooker's unami setting achieves sweet, soft, fluffy and flavorful rice through calculated, extended soaking, cooking and steaming times.

The many features of the Unami™ make cooking rice for any number of styles or occasions as easy as the push of a button. Would you like a hot steaming bowl of rice for breakfast? You can set the timer the night before, and wake up to perfectly cooked fluffy rice. Have trouble attaining the proper soft and sticky texture for making sushi? No problem, there is a sushi setting. Does your brown rice turn out hard and dry? Don't worry, there's a setting for that too. The Unami™ has an easy to use setting for virtually every style of rice, including white, mixed, sushi, porridge, sweet, brown, GABA, brown, rinse-free and quick cooking. Your rice will never be the same again. Not limited to just rice, the slow cook setting is great for cooking soups,

stews, and one pot meals. Just throw all the ingredients in the pot, set the timer and sit back and let the Unami™ do the rest.



Other features of this new cooker include Zojirushi's micro computerized, fuzzy logic technology LCD panel with clock and timer and 2 setting delay timers (perfect for those early rice breakfasts), the auto keep warm and extended keep warm and reheat cycle, so your rice stays fresh and hot all day, a detachable/washable inner lid, and detachable power cord for easy storage. Available in two sizes, 5.5 and 10 cups, the Unami™ made its debut in the North American market in January 2011. Experience the taste of perfectly cooked rice without the hassle. Experience Unami™.

info.us.zojirushi.com

Book

Japanese Lessons in a Manga-Style English Textbook

Although there are many Japanese who are eager to master English, English language education in Japan is not yet well established. This April will be the first semester that public elementary schools in Japan will teach English as a required subject. To appeal to this young generation of English students, *Koskoten Eigo-yoku* (English Lessons for Kids), an illustrated, manga-style book for learning English, has just been released. The primary purpose of this book is to teach readers how to speak about Japanese culture in English; the book's content, however, also makes it ideal reading for non-Japanese who want to learn about Japanese culture and language.

The book features eight cultural events and ceremonies, such as *chamamushi* (cherry blossom viewing), *Obon* (the Bon Festival), and *otokodami* (moon viewing). Manga illustrations by New York-based graphic novel artist Misako Rucki makes language study easier, more exciting, and fun. Each chapter corresponds to one event and explains it thoroughly. First, a manga sketch about the event is shown to introduce the concept (see picture on the right). A brief summary of the event and its background as well as related vo-

cabulary words follow. Finally, a sample conversation is offered for practice. With these step-by-step explanations, Japanese can study English, and likewise, you can learn about Japanese culture.



Koskoten Eigo-yoku is published by the Japanese, and available at Booksurge's Publisher in New York.

Since the Japanese part is written in *hangeiri*, *katokana*, and *kana*, it might be a little difficult for those who are not familiar with the characters (although Misako's illustrations are extremely helpful). The book also describes how each event compares to activities in American culture, so you will be able to relate. If you are a manga fan or looking for materials to improve your Japanese skills or are simply interested in Japanese culture, *Koskoten Eigo-yoku* is the book for you.

Info: MisakoRucki.com www.misakorucki.com (Japanese only)
Misako Rucki: www.misakorucki.com

From Japan

New Product Helps Japanese Stay Cool

In a country with humid summers, packed trains, strict dress codes at work, and recently, reduced use of air conditioning due to ecological concerns, Japanese consumers welcome innovative ways to beat the heat. Since edo times, Japanese men and women have earned such personal cooling devices as a variety of hand fans and towels, and in the modern age, all kinds of products such as cooling strips, gels, and pads have been introduced.

The creative cooling continues with Kobayashi Pharmaceutical's "Shiri Cool", the product that provides the latest solution. A spray bottle containing a cooling mixture of ethanol, menthol, and fragrance, Shiri Cool provides a cooling, refreshing sensation that lasts for up to two hours when sprayed on a shirt or undergarment. Shiri Cool hit Japanese shelves last year and was originally marketed exclusively to salesmen, in response to a poll that showed that 78% of workers were uncomfortably hot during work or commuting. However, the product quickly became popular among both women and men with market polls showing that 40% of users are women. Kobayashi Pharmaceutical has responded by releasing a new women's version. Both

women's and men's Shiri Cool are available in Japan for 500 yen (about \$6.11).

The women's Shiri Cool features a light, floral fragrance called "wild rose" which distinguishes it from the bolder men's fragrance, "strong mint." It also features a looser trigger perfect for feminine fingers. Women's Shiri Cool can be applied to camisoles, dresses, blouses, undergarments, or dress shirts and can provide cooling relief during any activity from exercising or shopping to working or commuting. Because it doesn't use electricity, it's the perfect environment conscious alternative to turning up the air conditioner. So why not stay cool the Japanese way? Give Shiri Cool a try.

Info: www.kobayashi.co.jp/shiricool/_shiricool.html (Japanese only)



BEAUTY & HEALTH

— The Japanese Way



Like a Refined Kaiseki Course: Japanese Salons Offer a Memorable Experience

Chopsticks NY surveyed non-Japanese clientele in Japanese beauty salons to explore why they are popular among them. Techniques, hospitable service, atmosphere, etc. — they provide an experience like a refined kaiseki course

Featured Beauty Salons and Product Providers

Takara Belmont / Salon Vijin / YaksonMyungga / Diela Salon / I Salon / KEN Shigematsu /
Kiyora Salon / Nihon Day Spa / RH Plus Salon / Tomoko Shima Hair Salon / Wave 55 / Yo-C Salon
Cosme Proud USA, Inc. / Den's Tea, Inc.

LISTINGS
BEAUTY & HEALTH

LIKE A REFINED KAISEKI COURSE, JAPANESE SALONS OFFER A MEMORABLE EXPERIENCE



People often choose Japanese establishments to enjoy Japanese services or offerings that they cannot receive or find anywhere else. For example, sushi restaurants serve sushi, Japanese language schools teach Japanese, and dojos offer Japanese martial arts classes. Though you might think Japanese hair and beauty care is not much different from what you might find in any salon, many people intentionally choose Japanese hair salons over others. To know why, we conducted an extensive survey of customers of eleven hair salons in New York. Here is what we found.

ADVANCED TECHNIQUES AND METICULOUS CARE

You may have had an experience with meticulous Japanese craftsmanship or advanced technology that left you amazed. According to our survey, a similar thing can be said about Japanese hair and beauty services. We asked survey participants to give us comments and responses to questions such as, "Why did you choose a Japanese hair salon?" and "What aspects of a Japanese hair salon do you like?" Many mention the highly skilled hairstylists, saying "cuts are very precise" and the "haircut looks good for a month." Customers also praise the "creativity of the stylists," pointing out that "Japanese hair salons have great hair cutting techniques [dry or wet] and they are extremely knowledgeable about chemical straightening."

The skills and techniques of Japanese stylists are so refined because of the thorough training programs for stylists. Traditionally the certification process for hairstylists in Japan is quite demanding and requires long hours of training and much practice. The stylist to be also has to pass strictly supervised exams. They are taught not only skills but also how to interact with customers. For example, washing the customer's hair does not just clean and prepare the hair for the next treatment, stylists in Japanese hair salons give a shiatsu (acupressure) massage to the customer's scalp to relax the customer during the shampooing process. Even after shampooing, a Japanese stylist usually gives an extra massage to the customer's shoulders and neck.



Meticulous attention to style, design, and personal care are other aspects customers love about Japanese salons. They like "attention to detail," "attention to personal needs," and the "very dedicated" and "friendly, courteous, and attentive staff!" Also, many Asian customers rely on Japanese stylists because "they understood Asian hair and are very thorough." The hair types among Asians are quite similar, although they have individual differences. Asian hair tends to be thick, tough, and straight. So it is very hard to create swinging, soft and natural-looking curls. Japanese stylists, however, knew how to create this look with a cut and styling or a perm.

They like "attention to detail," "attention to personal needs," and the "very dedicated" and "friendly, courteous, and attentive staff!" Also, many Asian customers rely on Japanese stylists because "they understood Asian hair and are very thorough." The hair types among Asians are quite similar, although they have individual differences. Asian hair tends to be thick, tough, and straight. So it is very hard to create swinging, soft and natural-looking curls. Japanese stylists, however, knew how to create this look with a cut and styling or a perm.

WELL-DEVELOPED HAIR PRODUCTS

Japanese customers care about how their hair feels as well as how it looks. In order to please such invariable customers, Japanese manufacturers strive to develop products that meet both requirements: treating hair effectively and leaving it feeling good and healthy. It is analogous to Japanese chefs experimenting to create a perfect dish and Japanese engineers trying to invent new things and constantly improving on their creations. It's a never-ending effort, but because of it, we enjoy excellent hair products in the salon. Customers in New York have noticed the quality of these Japanese hair products, noting, "I love the nano amino product they use" and "I like my stylist and the products!" Another customer notes that "all the chemicals they use never harm the hair, and they recommend a good conditioner for treatment as well."



Everyday car products made in Japan, such as rounding crumple, rearview mirrors, styling wax, gels, and sprays, are also superb. Modestly scented, formulated for a variety of hair types and uses, and easy on the hair, consumer hair products from Japan will never disappoint you. Most of these are not available in stores, but you can find select items at Japanese hair salons.

OMOTENASHI SPIRIT IN BEAUTY SERVICES

Many survey participants comment that they also appreciate the atmosphere in Japanese salons as well as the attitude toward customers. As mentioned above, *shitsu* (massage) service is common, and most salons also provide customers with drinks while they wait for service or during treatments. Here are just a few examples of what customers like: "cleanliness, quiet, and a relaxing atmosphere," the "peaceful environment," the "friendliness," that the salon is "not pretentious," the "quiet, pleasant staff," and being "treated very respectfully." One participant finds a visit to the salon to be a Zen-like experience, saying, "I love the calm atmosphere and minimal design." These services all come from the Japanese spirit of *omotenashi* (hospitality) that has been passed down for ages. With service inspired by *omotenashi*, customers are always given something extra or unexpected. As long as Japanese salons do not lose this spirit, you can enjoy a pampering experience as memorable as an exquisite dinner course.

*Nails receive a relaxed version of *shitsu* originally created for hot onsen (baths). The course successfully combines the experience of a relaxing and sophisticated treatment.

How Does the Japanese Straightening Perm Work?

The Japanese straightening perm has existed in this country for more than twenty years, so we here at Chopsticks NY assumed it was well known in New York. This survey, however, has revealed that there are quite a few people who do not really know what it is and how it works.

Also called "thermal reconditioning," the Japanese straightening perm involves heat to restructure the shape of the hair. First, a special solution is applied to the hair to soften it, making it easier to reshape. Then, the bonds of the hair are restructured as the hair is straightened by a thermal iron steamer. The entire treatment takes almost six hours, but

it results in hair that is not only straight but also glossy and smooth. The effect is permanent, but it is recommended that you retouch newly grown hair every six months.



Salons where we conducted the survey

*in alphabetical order



Cowlicks Japan

137 W. 11th St., (bet. 6th & 7th Aves.)
New York, NY 10011
TEL: 212-367-2123 / www.cowlicksjapan.com



Dais

765 Avenue A, (bet. 5th & 10th Sts.)
New York, NY 10018
TEL: 212-773-5252 / www.daisnyc.com



Michi Salon

268 E. 80th St., (bet. 2nd & 3rd Aves.)
New York, NY 10022
TEL: 212-753-8025 / www.michinyc.com



Miyoko Salon

16 E. 12th St., 2nd Fl., (bet. 5th St. & University Pl.)
New York, NY 10003
TEL: 212-414-4466 / www.miyokosalon.com



RH Plus

805 3rd Ave., 2nd Fl., (bet. 49th & 50th Sts.)
New York, NY 10022
TEL: 212-644-8656 / www.rhplushair.com



Salon MUSA

158 Sullivan St., (bet. W. Houston & Prince Sts.)
New York, NY 10012
TEL: 845-451-5223 / www.salonmusa.com



Salon Vijn

15 Rockefeller Plaza, Concourse Level
New York, NY 10020
TEL: 212-684-0884 / www.salonvijn.com



Shige Kaneko Salon

101 E. 55th St., (bet. 2nd & Lexington Aves.)
New York, NY 10022
TEL: 212-753-2381 / www.shigenon.com



Toronaka Shima Hair Salon

Upper East Side
171 E. 52nd St., (bet. 2nd & Lexington Aves.)
New York, NY 10023
TEL: 212-723-8526
(Downtown)
235 W. 10th St., (bet. 7th & 8th Aves.) New York, NY 10011
TEL: 848-435-9277
www.toronakashima.com



Yo-C Salon

225 E. 5th St., (bet. 2nd & 3rd Aves.)
New York, NY 10003
TEL: 212-528-0355 / www.yo-csalon.com



Yui Salon

323 W. 11th St., (bet. Greenwich & Washington Sts.)
New York, NY 10014
TEL: 212-547-5263 / www.yuisalon.com

The Air Wave: Get Bouncy, Healthy Hair With This Revolutionary Waving System

Healthy, Bouncy Waves

You might think it's impossible to get permanent waves while keeping your hair free from damage, but now you can thanks to a spectacular technological advancement. Employing a new shape-memory system, the Air Wave, invented by TAKARA BELMONT, allows you to have natural-looking, bouncy waves of strong, visibly healthy hair.

You'll notice how amazing the Air Wave curls are when you touch your hair. It's surprisingly soft to the touch, and this means your hair is less damaged and in fact is relatively maintenance-free, even after the treatment. You can curl your hair more frequently with the Air Wave than with other types of perms, such as the conventional cold perm and the relatively new hot (digital) perm. Compared to these types of perms, the Air Wave is a third-generation

treatment. Since it does little damage, the Air Wave is appropriate for any type of hair.

Gentle Perming With Low Temperature

Similar to the first step in cold and hot perms, the Air Wave machine first softens the hair. In the second stage, called "Creeping," the Air Wave machine allows the natural wet-tenacity of the hair to create movement and then swells the cortex cells to create waves by optimizing and controlling the temperature and moisture levels of the hair. This makes the Air Wave different from other perms (see diagram at lower right). The third stage, called "Glass Transition," is also unique to the Air Wave. The hair is gently dried, and the circulating warm air and moisturizing allows the hair to "memorize" the new waves of the cortex cells and cell membrane complexes. The temperature of the air is as low as 53–60°C (127–143°F) throughout this step. In the final step, an conditioning agent is applied to secure the natural waves.

Stylish Hair Without Styling

The curls that the Air Wave creates last so good each day that people will think you went to the hair salon that morning. You'll never again have the hassle of curling your hair every morning. Although the Air Wave is great for creating natural waves, it also can make strong curls using different rods. Since the Air Wave, unlike a hot perm, requires a lower temperature to create waves, rods can be used close to the roots of the hair, giving hair more volume. This revolutionary waving system gives you unlimited hairstyling options.

TAKARA BELMONT USA, Inc.
TEL: 753-497-5200 / www.airwavebelmont.com
doctors@airwavebelmont.com

**TAKARA
BELMONT**

Creating Soft Curls that are Maintenance Free

We started using the Air Wave about two years ago, and we are still the only salon in New York that has the Air Wave machine.



The Air Wave became a huge hit in Japan a few years ago due to the style it can create: natural soft waves that cannot be made with other conventional perms. Compared to the digital perms, which tend to create strong curls and damaged hair, the Air Wave leaves hair relatively undamaged and with long-lasting soft curls. It's really good for clients because their hair maintenance is effortless. From a stylist's point of view, it is easy to operate the Air Wave machine, so it would be nice if the Air Wave spread throughout the U.S. —Shege Kouzou

SHIGE KOSUDA SALON
141 E. 59th St. NYC / TEL: 212-759-2337



With its uniquely designed control panel, the Air Wave machine facilitates single operation. It is also easy to maintain and keep clean.

There are 6 different sets of rods from 1mm to 25mm. The air tubes, rods and heat allow users to focus on all sides of the hair and create the hair to dry gently.

The Air Wave Process



The diagram left indicates how hair structure is modified at the molecular level during the Air Wave process. It starts first and moisture to allow hair to create and hold waves naturally. As shown in the stage 2, the cortex cells swell and change waves. In the stage 3, water is allowed the hair to dry gently and "memorize" the new waves.

Stage 1: SS-Bonding
Stage 2: "Creeping"
Stage 3: "Glass Transition"
Stage 4: Fix, rinse and style

Minoru Minamida: The Pioneer of Silky Smooth Hair

Salon Vijin

At Salon Vijin, owner Minoru Minamida is the pulse and life of the salon, but his expertise and positive vibes reach much further than the confines of his Rockefeller Center salon. Mr. Minamida's customers come from all over the United States, seeking his unique "Japanese Nagavivi Ion Straight Perm." Not only did Mr. Minamida transform the hair styling industry in the 1980s by introducing the Straight Perm to America, but he also contributed the IT-rip process for Caucasian hair and continues to develop this process.



Mr. Minamida ensures that negative ion products are used in all phases of your salon experience. From the moment you walk in the door,

you notice that it does not smell like a salon because negative ion air purifiers are working their magic. Special negative ion shower heads, blow dryers, and brushes are used, which results in silky-smooth hair that remains undamaged. Mr. Minamida says that "most people think the 'hair care' comes after your hair is damaged, but my philosophy is to take care of the hair while treating it, and that is why I get such natural-looking, high-quality results."

Mr. Minamida is not only a savvy salon owner, but a man with a big heart. Since 2006, he has been volunteering with "Friends Without Borders." Through this program, salon owners travel to Cambodia for one week each year to give free haircuts at the Angkor Children's Hospital.

Salon Vijin is now being Americanized. It is a good opportunity to work for a high-end salon in Rockefeller Center, and the stylists will have a chance to take a training program in Salon Vijin's Kobe (Japan) location. (Japanese language skills not necessary.)



Mr. Minamida's straight perm technique uses an ion-infused perm that has effect 4 weeks afterwards. The Straight Perm has brought hair back to its natural state.

Salon Vijin

40 Rockefeller Plaza, Concourse Level
New York, NY 10020
Tel: 212.484-0668 / www.vijin.com
Get: 50% Off + 10% Off + 10% Off + 10% Off
From: \$175+ (Single Salon Perm: \$200+)

Get Health and Beauty Through Bone Therapy

YaksonMyungga

Have you ever dreamed of looking like the star of your face to look like a supermodel or Hollywood star? Your dream may now come true thanks to YaksonMyungga's unique Bone Therapy.

Originally invented in 1979 by Hyung Choon Lee, the president of YaksonMyungga, Bone Therapy stimulates efficient blood circulation by relaxing bones and skin. This restorative therapy is very effective in attaining a smaller face and beautiful facial structure through a holistic approach. It has received recognition all over the world as a therapy that can promote beauty and health. In 2009, YaksonMyungga opened a branch in Tokyo, and its restorative therapy soon

attracted many customers because of its tremendous results in making faces smaller without resorting to plastic surgery. Finally in 2010, YaksonMyungga opened its New York branch.

YaksonMyungga in New York offers over 20 aesthetic care programs using the Bone Therapy method, which fixes bone structure, contours, firms, slims, relaxes, and beautifies skin. Among the various programs, the following three should be noted: Unequal Face Care, Face Reduction Care, and Carved Legs Care. For those who want a healthy and beautiful face, Unequal Face Care is an ideal treatment. By treating the pelvis and face, a face bones that have been modified by an unhealthy lifestyle. Face Reduction Care not only reduces the size of your face, but it also brings back an even facial structure and elastic skin via facial care as well as abdomen and back care in the Carved Legs Care program. YaksonMyungga treats the patient's facebones and pelvis with its own therapeutic technique and strengthens carved legs. To know more about YaksonMyungga's holistic treatment and their services, go to their website.



After 20 minutes, uneven facial structure is corrected and the size of your face easily shrinks in the Bone Therapy.

Bone Therapy begins with massage to loosen bones from the face and then works on the body. But you can't relax with this bodybuilding approach, instead both face and body.



YaksonMyungga

32 W. 32nd St., #811 New York, NY 10001
Tel: 212.554-2434
www.yaksonmyungga.com
Unequal Face Care: \$250 for 1 treatment / \$3,000 for 10 treatments (100-150 min. per treatment)
Face Reduction Care: \$150 for 1 treatment / \$1,500 for 10 treatments (90-100 min. per treatment)

Express Yourself with the Latest Trend in Mind

Diala Salon

Staffed with beauty stylists with vibrant personalities, **Diala** always proves an exciting visit from start to finish. Many of these stylists also handle hair and make-up for magazine photo shoots and runway models, so they are not only highly skilled but also have creative minds and keen eyes to interpret hair trends. If you want to refresh your style with the popular trend in mind, these fabulous suggestions will surely exceed your expectations. Hair and make-up service for weddings, parties, and other special occasions is available.



Call us by New City or change us virtually!



Diala Salon

148 Avenue A, Bx. 98 & 10th St.
New York, NY 10009
Tel: 212-717-9312
www.dialasaloon.com
Workday: 11 am - 4 pm
Call: (917) 455-9312

i Salon's New Home is Modern, Chic and Relaxing

i Salon

After 29 years of business in the Union Square neighborhood, **i Salon** has just moved to its new location on the East Village and now provides a more modern and relaxing environment. Though they accept walk-in customers, you should make an appointment with owner and master stylist, Doris to receive her expertise. Doris is a specialist of Brazilian Keratin Treatment that softens frizzy, wavy hair creating long lasting, natural straight hair. The hair products they use in the salon are all organic except brand, Kevin Murphy, which is also sold at the salon.



i Salon

23 E. 10th St. (bet. 2nd & 3rd Ave.)
New York, NY 10003
Tel: 212-625-0507
www.isalon.nyc
Monday: 10 am - 7 pm Sun. 12 pm - 7 pm
Call: 512-45-Color: 120+ Brazilian Keratin Treatment: 1200+



Kevin Murphy products gently work on hair and scalp, nourish it, and keep it beautiful.

Veteran Stylist Creates Styles from the Heart

KEN Shigematsu

With 30 years of experience in Japan, veteran stylist **KEN Shigematsu** came to New York in 1982. After creating his own hair salon for 18 years, he is currently working as a freelance stylist by appointment only. KEN's motto is "from the heart," and he spends as much time and care as necessary so that each customer is completely satisfied. His warm, cheerful personality and his solid technique naturally win customers' trust and he now has many repeaters. The shampoo and conditioner he uses include rice bran, which benefits not only the hair, but the skin as well.



\$20 OFF
your TOTAL
Mention Chopsticks
NY at booking
-New Clients only



KEN Shigematsu

256 W. 10th St. (7th & 10th Ave.)
New York, NY 10011
Tel: 646-254-1194
Mon-Sat: 12 pm - 8 pm
Call: 560-Color: 148+
Highlight: \$125+

Unwind While Getting Your Hair Styled

Kiyora Salon

Just opened this February in the Union Square area, **Kiyora Salon** offers a calm and relaxing space in the energetic surroundings of the neighborhood. Our statement that the salon is especially proud of is color. The treatment utilizes mixed coloring agents, so that not only is the hair undamaged while it is beautifully colored, but it is repaired. As the color is applied, glossy hair will emerge. They also take pride in their blow dry that maintains your style longer. Try and find the techniques of Kiyora's beautician who has over 10 years of experience in Japan and New York.



Kiyora Salon

714, 12th St. 2nd Fl.
bet. 5th Ave. & University Pl.
New York, NY 10013
Tel: 212-634-6434
www.kiyorasalon.com
colorist@kiyorasalon.com
Tue-Sun: 10 am - 8 pm
Call: 646-545-9314
Blow Dry \$40-Color: \$125-150



Whether you're going to work or to a party, Kiyora Salon and more includes cut, wash, massage, and color. Kiyora Salon is a place where you can relax and enjoy your hair. Kiyora Salon is a place where you can relax and enjoy your hair. Kiyora Salon is a place where you can relax and enjoy your hair.

Personalized Facial Care with Seasonal Menu

Nihon Day Spa

At Nihon Day Spa, the Japanese aestheticians with experience in both Japan and the U.S. consults each customer thoroughly about the condition of their skin and provide individualized treatment, using products and equipment based on their needs and concerns. They have prepared a special menu of effective remedies for spring troubles, including the Vitamin C&E Facial (\$15), which improves the skin and prevents it from UV damage, and the Sensible Skin Facial (\$95), which soothes and relieves sensitive skin. First-time customer will get 15-min Demonstration at \$29 (Reg. \$150).

20% Off
regular
facial menu
New clients only
valid thru April 30



Nihon Day Spa

15 W. 60th St., 10th Fl.,
(Jpn. Bldg. 6th Fl.)
New York, NY 10019
Tel: 212-675-8892
Mon-Fri: 10 am-9 pm
Sat-Sun: 10 am-7 pm
Signature Facial: \$150 (60 min.)
Anti-Aging Facial: \$150 (90 min.)
Deep Pore-Cleaning: \$95 (60 min.)



The SkinCrack.com
journal of Nihon Day Spa
receives the approval
of all valued as a
change-by-improving
skin damage, correcting
aging damage, and
preventing healthy skin

The Relaxing Salon Where You Can Feel at Home

RH Plus Salon

This spring, RH Plus Salon is approaching 4 years in business. With veteran stylists who have experience in the beauty industry in both Japan and the U.S., this is a salon where you can feel at home. Their damage-free digital perm is a must-try. Gently treating with solutions made in Japan, the perm can keep your hair soft and smooth without being damaged or dried out. Another popular service here is the "Nano Amaze Treatment," that replenishes the hair's nutrients. They now open 7 days a week and will extend their business hours to 7 pm on weekends.



RH Plus Salon

405 3rd Ave., 2nd Fl.,
Suit 405 & 505-101
New York, NY 10002
Tel: 212-648-8208
www.rhplussalon.com
Mon-Fri: 10 am-8 pm Sat & Sun:
10 am-7 pm
Gel: \$60 \$140 \$180 \$170 Digital
Perm with Gel: \$150 Straight
Perm: \$180+ Color: \$20+



The future is currently
shining at RH Plus Salon
with new, stimulating
perm treatments. The
perfect style comes with
the new hair and
makes the hair healthy
and beautiful while
caring for your hair

BRING BACK SKIN TO ITS TRUE SELF
FOR THE DRIEST SEASON.
ONE GEL THAT DOES ALL!



"A Long Best Seller Moisturizer"
Aqua-Collagen-Gel Super Moisture
\$62.4 23oz. / \$46.1 76oz



"For an up-lifted appearance"
Aqua-Collagen-Gel Lash Lk ES
\$67.4 23oz. / \$45.1 76oz



NEW "For brightening of the skin"
Aqua-Collagen-Gel BB+HA+K11
\$67.4 23oz. / \$45.1 76oz



Japan's No. 1 Doctor's Brand Cosmetics, **Dr.Ci:Labo** www.cilabousa.com

Blending Trends of Japan and New York

Tomoko Shima Hair Salon

New Shima, top hair stylist in the salon, transferred her skills in photo shoots for fashion magazines, in the prestigious hair salon "Ange" in Tokyo and developed her skills in London before she settled in New York. Blending the sense of Japanese with Tomoko Shima, New consistently challenges herself and creates fresh looks. She has a great talent for finding each customer's individual beauty, blending trends in Japan and New York, and constructing a hair style that matches each person's lifestyle. Especially, her haircutting techniques are excellent, and now she offers both men's and women's cuts.



Her versatile creative style can blend with the individual hair's natural weight. She creates modern and stylish looks for men and women that provide their personal style for some different cutting techniques such as dry cutting, shaving, blow-drying, and dyeing.



Not just styling but image into salon.
Photography: Ayumi Sakamoto

Tomoko Shima Hair Salon
171 E. 50th St.
Sat. 3-5 (appointment) Tues-5
New York, NY 10022
Tel: 212-222-0528
www.tomokoshima.com
Tue-Sat: 11 am-8 pm
Sun: appointment 10 am-5 pm
Cut: \$60-92 \$142
Color: \$75+ Perm & Cut: \$160+

15% Off

all services
with Neo
*Workdays only plus
Promo cards treatment
Valid till June 20

Damage Free Digital Perm with Thorough Care

Wave 55

Japanese way of permanent service, that's what Wave 55 has a reputation for. The friendly staff, with years of experience in Japan, serves customers of all ages and has many repeat customers. They are currently offering a promotion for their signature digital perm service. For the digital perm, they use a treatment that preserves moisture in the hair, making it resistant to damage, therefore it can be applied to the hair even with the Japanese straightening perm. Consultation is recommended for first-time digital perm customers. Also, first-time customers can get all services at 10% off.



\$200 (over \$100)
Cut & Digital Perm

40% off on digital perm with
other promotions
valid till May 31



Wave 55

855 3rd Ave. Ste. 55B & 56B
St. 1 New York, NY 10022
Tel: 212-331-7999
www.wave55salon.com
Tue-Sat: 11 am-8 pm
Sun: 11 am-6 pm
Cut: \$60-100 (Digital Perm)
& Blow Dry: \$25+ Color: \$65+
Digital Perm: \$100+

Refine Your Own Style and Let It Shine

Yo-C Salon

Yo-C Salon is a great destination to take your style to the next level this spring. With extensive experience in Tokyo, Paris and New York, the owner and head stylist, Yoshie, focuses on enhancing the clients' own styles without the excess influence of popular trends. By observing the fashion style, makeup and personality of each client, he suggests the best approach to incorporate what is required. Also, because our stylist handles everything from cut, color to perm, the finished look is cohesive and more personal. Cut starts at \$75, and it is \$30 with a student discount.



Yo-C Salon
225 E. 5th St. Ste. 3rd & 3rd Ave
New York, NY 10003
Tel: 212-529-0155
www.yo-csalon.com
info@yo-csalon.com
Tue-Fri: 11 am-8 pm
Sat & Sun: 10 am-7 pm
Cut: \$75+
Cut & Color or Perm: \$120

20% Off

drive clients only
don't contribute
with discount discount



Fight Aging Skin with the Power of Jewels

Cosme Proud USA, Inc.

Anti-aging cosmetic wholesaler, **Cosme Proud USA, Inc.** specializes in high performance skincare products that are all developed in Japan using the most advanced technology. Their top selling "Gold" series products formulate colored gold that has transdermal capacity to penetrate into the deepest layer of your skin and resins that each skin cell. Gold Amber Rich Lotion (199) incorporates the amber extract, which has many skin beautifying effects such as cell-activating and increasing immunity. Also its great healing effect makes it good on allergy prone skin and even repairs wounds.

20% Off

Gold Amber Rich Lotion
a Free Sample sent
by mail only
Chopsticks NY
valid thru May 30



Gold Amber Rich Lotion is the best selling product from the "Gold" line. With the pure power of mineral gold it infuses, purifies and hydrates your skin at the same time.

Cosme Proud USA, Inc.
Wholesale Marketplace

416 Avenue of the Americas, 2nd Fl.
3rd Floor, 3rd Fl. New York, NY 10011
TEL: 212 358 1950
www.cosmeproud.com
Mon-Fri: 10am-5pm, Sat: 11am-4pm

Green Tea For Your Beauty & Health

Den's Tea, Inc.

Den's Tea is an esteemed tea merchandising company that has been involved in the Japanese tea trade for over 90 years. In North America it has provided high quality, fresh and authentic Japanese green tea for 18 years with the mission of spreading Japanese tea as well as being an unbiased source of information on Japanese tea and tea culture. Immerse yourself in the joy of Japanese tea through tea products from Den's Tea. The Green Tea Sampler for Novices contains three healthy and delicious blends, and comes with a booklet on the health benefits of green tea as well as brewing instructions.



Green Tea Sampler for Novices



Green Tea Sampler



The Green Tea Sampler for Novices

Where To Buy
www.DENSTEAM.com

Den's Tea Inc.
2251 Ave. 28th St #100
Torrance, CA 90503
TEL: 310-577-0825
(310) 704-1111

Coming Up! **CHOPSTICKS NY** May Issue (Published on 4/29)

ASIA Special Issue

We will take Asia as a whole and feature not only each country's unique food cultures, but also individual characteristics and cross-cultural influences. For example, soups/noodles are characteristic of Asian cuisines, but the dishes of Japan, Korea, Vietnam, Thailand, and China have different ingredients and tastes. Also, Japanese, Indian, and Thai cuisines respectively have their distinctive qualities. In this way we will present an overview of the dynamism of Asia, highlighting the individuality and similarities of countries, and providing a new perspective that fosters interest in the region.

[Deadlines]	Editorial Ad	1/2 or full page	March 24 (Thu)
		1/6 or 1/4 page	March 31 (Thu)
	Display Ad		April 14 (Thu)
	Submission of Artwork		April 15 (Fri)

For further inquiry, please call 212-431-9970 ext. 130
or email us at adsales@chopsticksny.com





Beauty Guide

Get the latest news, tips, and more for the latest and most recommended treatment prices for you.

Compare available at www.chopstickmag.com

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East Village | Salon
215-763-5100 (Sat 10-6 PM Sun)
212-608-0007

East Village | K2 Salon
201 E 10th St (bet 3rd & 4th Ave)
212-696-0128

East Village | Keyers Salon
15 E 10th St (bet 3rd & 4th Ave)
212-671-0007

East Village | Pink Salon
203 E 10th St (bet 3rd & 4th Ave)
212-671-0007

East Village | Paragon Salon
203 E 10th St (bet 3rd & 4th Ave)
212-671-0007

East Village | SEI-TOKYO G2
120 E 4th St (bet 1st & 2nd Ave)
212-453-3333

East Village | SEI-TOKYO E13
200 E 10th St (bet 3rd & 4th Ave)
212-453-3333

East Village | Tokusaku Hair
26 Stuyvesant St (bet 1st & 2nd Ave)
212-453-3333

East Village | Yu-C Salon
200 E 10th St (bet 3rd & 4th Ave)
212-453-3333

East Village | YC-C Salon
200 E 10th St (bet 3rd & 4th Ave)
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East Village | YC-C Salon
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East Village | YC-C Salon
200 E 10th St (bet 3rd & 4th Ave)
212-453-3333

Westchester | Monarchs
215-763-5100 (Sat 10-6 PM Sun)
212-608-0007

Westchester | Salon Suen
122 Waverline Ave (bet 1st & 2nd Ave)
212-696-0128

New Jersey | Aloha Salon
200 Camp Ave (bet 1st & 2nd Ave)
212-453-3333

New Jersey | Katsuki Salon
200 Camp Ave (bet 1st & 2nd Ave)
212-453-3333

New Jersey | Mike's Beauty Salon
200 Camp Ave (bet 1st & 2nd Ave)
212-453-3333

New Jersey | Salon Tonic
200 Camp Ave (bet 1st & 2nd Ave)
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New Jersey | Silk Hair Systems
200 Camp Ave (bet 1st & 2nd Ave)
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The 4th Annual Cover Artist Contest

Cover Artist Wanted

Chopsticks NY® is currently looking for a talented artist to contribute cover art for the year 2012. Anybody can enter the contest. No experience required. We look forward to your fresh ideas, unique approach, and original view.



Entry Rules

Submission materials

1. A short essay explaining your approach to the cover of Chopsticks NY®. Clearly how you think your artwork represents the concept of the magazine.
2. A CD with sample images you would like to use for covers. You also can include your portfolio on the CD.
3. Your resume. (Please mail all of the materials to the address below)

*PLEASE NOTE – Submitted Materials WILL NOT Be Returned! Do not send original artworks.

Trend Pot NY, LLC.

Attn: Chopsticks NY Cover Contest
411 Lafayette Bl., 3rd Fl., New York, NY 10005

APPLICATION DEADLINE: MAY 20, 2011
NO ENTRY FEE REQUIRED

*Call or email for details: 212-431-8870 (x112) or kornusa@trendpot.com

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FOOD DRINK GROCERY

RESTAURANT REVIEW

cocoron / Sun-Chan Restaurant / Cebu

ASIAN RESTAURANT REVIEW

Korea Palace

LET'S EAT THE SEASON

Asparagus and Squid with Mao Sauce

THE KURAMOTO

Kitaya Co., Ltd

LISTINGS

Japanese Restaurant

Asian Restaurant

SOBA / JAPANESE

COCORON

87 Delancey St., 2nd floor E. Entrance Sts. | New York, NY 10002

Tel: 212-625-1033 / www.cocoron-soba.com

Lunch: Tue-Sat 12 pm-3 pm Dinner: Mon-Sat 6 pm-11 pm

Newcomer to the Lower East Side, **cocoron** is a 14-seater, cute soba (buckwheat noodle) joint. Soba is extremely nutritious with lots of protein, vitamins, and anti-oxidants, and that's what the executive owner/chef Mr. Yoshihiro Kida wants to promote. "Our mission is to propagate soba and its healthfulness in New York City," says Mr. Kida, who diligently worked with masters in prestigious soba restaurants in Tokyo before he moved to the U.S. To achieve his mission, he takes a unique approach; he is not only respecting the tradition but also becoming an innovator with an original style of soba dish. By his husband's soba (dipping style soba) series. Conventionally, dipping noodles are accompanied by cold sauce, however, Mr. Kida, after numerous trials and errors, developed a hot pot style dipping sauce. Currently 5 varieties are available, including popular *Kake*, *Shimane* and *Park Kitchin*. "Dip the noodles for about 5 seconds, and slurp it. That's the way you can enjoy the best taste of both soba and sauce," Mr. Kida suggests. If you still have sauce left, don't sip it all, but instead, you'd better order the *kaedama* (more freshly boiled noodles) and enjoy the second round of bites.



PURE KIMCHI DIP SOBA



The noodles crafted by Mr. Kida blends three different types of buckwheat with the perfect ratio of additional wheat flour. It is boiled just to "al dente". The splendor of the tender dipping sauce is well earned, allowing you to savor the deepness of the broth as well as the hearty taste of pork.

3 Best Sellers

• **Take Soba** \$10 • **Shimane Soba** \$11 • **Park Kitchin Soba** \$11

JAPANESE

Sun-Chan Restaurant

2307 Broadway (bet. 53rd & 194th Sts.) New York, NY 10025
TEL: 312-748-5200
Sun-Thurs. 5:30 pm-12 am, Fri-Sat: 6:00 pm-12 am

Sun-Chan restaurant might best be described as "Meshiya", a Japanese term referring to a straight-forward, no-frills dining place, but the quality of food that pops out from this simplistic kitchen may astound you. This old-school eatery on the Upper West Side is operated by a charming couple, Mr and Mrs. Inamura, who serve outstanding rustic dishes from Japan, featuring cuisine from Nagoya and Nagasaki, the couple's respective hometowns. Signature dishes include *Misurabushi* (Osagoy-style eel over rice) and *Nagoya Teira* (chicken wings) and *Goto Udon*, which are rarely served at other Japanese restaurants. The portions tend to be big, and prices extremely affordable, catering to the university community that the establishment is in the heart of. "All our customers end up being regulars," says Mr. Inamura, but no one can blame the customers because there is something about the coziness of this place that makes you feel at home right away. On Fridays and Saturdays, happy hour starts at 5 pm where all drinks are 50% off and it goes on all night. So if you are looking for your home away from home, look no further because it can't get any better than this.



NISHIMARUJIN



Every dish here has the depth and warmth of true home-style Japanese cuisine. The large portion of *Nishimaruji* allows you to savor it in three sips. First sip, eat, second with cabbage and other classic meats, and lastly as an accompaniment with dashi broth and seaweed.

3 Best Sellers

- **Misurabushi** \$15 (per 2 people)
- **Nagoya Teira** \$7.50
- **Goto Kanasaga Udon** \$10.75

JAPANESE / SUSHI / ASIAN

Ocha

204 W. 40th St. (bet. 4th & 5th Aves.) New York, NY 10018
TEL: 312-560-2188
Mon-Sun 11 am - 11 pm / www.ochaosha.com

Going to the theater on Broadway is a true New York experience, but these days, so is going for sushi, and the good thing about it is that you can do both with ease in the Big Apple. **Ocha** is a Japanese restaurant located right in the heart of the theater district, and they know how to make your theater night special with their creativity and bold presentation. Many of the items are truly original, like *Panash* (tuna tartare and seaweed served on scallion pancake with spicy mayo) and *Magic Roll* (spicy tuna on the inside, crunchy crab and cucumber on the outside). "We do not aim for authentic Japanese food," but Japanese food with other Asian influences," says the founder Sam Lin. Many of his dishes play not only with fusion of spices, but also with fusion of textures, such as crunchy meets creamy, making it a party for all your senses. Some Japanese standards like *udon* noodles and *kareu* don (pork cutlets and egg over soy) are also offered. Their lunch specials are a particularly good deal like *Lunch Bento Special* for only \$14 that comes with one entrée, rice, soup, salad, California roll, and spring roll. They also do catering for parties and special occasions.



PUSHOJI



Panash (large photo) is a unique sight appetizer of tuna tartare topped with fresh tuna tartare and seaweed, served with two kinds of sauce. It's great as a snack for chris. *Shobun* (for the *Panash* photo on top) includes a roll and a small portion dish of the fish in sauce.

3 Best Sellers

- **Pan Special Chicken Sea Bass** \$14.95
- **Shobun** \$10.95
- **Yakitori** \$10.95

The Power behind “Goriki”—Chiyomusubi Brewery

This month, Kirakuya's sake sommelier Kenta Akaboshi talks with Mr. Haruo Okazora, President of Chiyomusubi Brewery about the secret behind the unique flavor of Chiyomusubi's Goriki.



Today, I wanted to ask you some questions I am getting from customers regarding the sake Goriki, as well as the rice type Goriki. First, in terms of characteristics, what would you say about Goriki sake?

One of the characteristics of sake produced with Goriki rice is that it is extremely light and clean like sake made from Yamadanishiki rice, and does not have much bitterness. It doesn't have an elaborate fragrance that would float up to the surface, but on the other hand, it has a lot of depth in its taste.

What is the similarity between Goriki and Yamadanishiki rice?

The similarity to Yamadanishiki is that the grain has a very long center. So its well suited for sake that uses well polished grains. For example the rice grain Gohyakumangoku has a very round center, so 50% is the limit you can polish. Otherwise you will polish the center part as well. But grains like Yamadanishiki and Goriki can tolerate the extra polishing.

What is the origin of Goriki rice?

No one knows exactly how the rice grain came to be. We just know that sometime in the mid Edo period some people in Totori Prefecture set out to make high quality rice. So a man named Genryo Watanabe went to live in the Kantou region, to look for good rice to plant. Well, he brought back some grains that had no name, planted them in Totori, and it turned out to become very good rice. No one knows why it was named Goriki, but it was an especially tall grain with very thick roots, so that's why it's assumed it was named Goriki (translated as Strong Power).



How much Goriki rice is produced every year?

Well, the Goriki rice only exists in Totori Prefecture, and is not a kind of rice that gets used a lot, because it is very hard to grow. It costs about the same as Yamadanishiki, few people grow it. The grains are very tall, and typhoons can destroy them easily. But a couple of years ago, some young farmers emerged that were willing to take on the challenge. So not too much is produced yet but we have increased our contract for five times the amount as last year.

Can you age Goriki?

Goriki is a kind of sake that gets better with age. Those that like aged sake can purchase a bottle of Goriki and let it rest in the cellar for a year or two.

What would pair best with Goriki sake?

I think it goes better with richer, stronger tastes because this sake itself has a very strong presence.



Chiyomusubi Brewery Co., Ltd.
131 Toshi-machi Sakamoto-cho
Totori (JAPAN) 654-0004
TEL: +81-658-42-3181 / www.chiyomusubi.jp

Kirakuya Sake Bar
21st 30th St. 2nd Fl. New York, NY 10001
TEL: 212-695-7272 / www.kirakuya-nyc.com

EVENT

April 4: Goriki Night at Kirakuya
During dinner, Kirakuya will serve Goriki sake bottles at \$5 off the regular price of \$55. Kirakuya's staff will also create special dishes paired with the sake.



Japanese Restaurant Guide

\$\$\$ Average price for a three-course meal for two (includes tax and tip)

- Cash
- Credit Card
- Delivery
- Family Style
- Late Hours
- Reservations
- Takeout

Coupons available at www.chopstickstake.com

Upper West

Upper West **Akai Sushi Lounge**
80 Columbus Ave. (at 15th St.) 212-693-4339 \$25-40 L

Upper West **Bar Miso**
Two Avenue C. (at Columbus St.) 212-693-8889 \$10-15 L

Upper West **Ono Japanese Restaurant**
115 W. 11th St. (at Columbus Ave.) 212-693-8889 \$25-40 L
Ono is a traditional Japanese restaurant with a focus on authentic Japanese food. The menu features a variety of dishes, including sushi, sashimi, and traditional Japanese dishes. The restaurant is known for its high-quality ingredients and excellent service.

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Choban	Iowa Sashimi	
900 Avenue (bet 20th & 21st St.)	225-0111	L
213-443-1623		
Choban	Izakaya Ten	
260 10th Ave. (bet 2nd & 3rd St.)	225-0111	L
213-443-1623		
Choban	Matsuri	
301 W. 11th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
Choban	Momoya Choban	
100 10th Ave. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
Choban	Momoya Sashimi	
100 W. 2nd St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
Choban	MOMOTO	
100 10th Ave. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
Choban	Naka Naka	
100 W. 11th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
Choban	Tsukuri Taverne	
100 10th Ave. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
Choban	Yokoyama	
100 W. 11th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		

Gramercy

Gramercy	15-EAST	
15 E. 15th St. (bet Broadway & 5th Ave.)	225-0111	L
213-443-1623		
Gramercy	Aji Sashimi	
301 10th Ave. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
Gramercy	Choshi	
21 10th Ave. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
Gramercy	Honolulu	
345 10th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
Gramercy	Hono	
245 10th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
Gramercy	Hono	
245 10th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
Gramercy	JAPANESE	
11 E. 15th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
Gramercy	Karuna Sashimi Bar	
345 10th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
Gramercy	Kika Sushi 3	
121 E. 15th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
Gramercy	Mikasa	
104 10th Ave. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
Gramercy	Mitsukuni	
101 E. 15th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
Gramercy	Saban	
104 10th Ave. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
Gramercy	Sushi SAMBA	
245 10th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		

Gramercy	Sushi SEN-REN	
201 10th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
Gramercy	Takakawa Ramen	
104 10th Ave. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
Gramercy	YAMA Restaurant	
101 E. 15th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		

West Village

West Village	Cho Cho San	
101 W. 11th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
West Village	Choi Chai San	
101 W. 11th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
West Village	Choi Chai San	
101 W. 11th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
West Village	Honolulu Ramen	
101 W. 11th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
West Village	Miyagi	
101 W. 11th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
West Village	Nagasaki	
101 W. 11th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
West Village	Ramen Tokaido	
101 W. 11th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
West Village	Ramen Tokyo	
101 W. 11th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
West Village	Soba	
101 W. 11th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
West Village	Sushi Mumbo	
101 W. 11th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
West Village	Sushi Noya	
101 W. 11th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
West Village	Tonno Sushi	
101 W. 11th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
West Village	Uchiyokokoro	
101 W. 11th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		
West Village	YAMA on Gramercy St.	
101 W. 11th St. (bet 10th & 11th St.)	225-0111	L
213-443-1623		

East Village

East Village	Ashya	
101 W. 11th St. (bet 10th & 11th St.)	225-0111	L
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Which "ken" prefecture has the largest surface area? (Excludes Tokyo, Hokkaido, Osaka and Kyoto which are not categorized as "ken" prefectures.)

- ① Fukuoka Prefecture
- ② Fukushima Prefecture
- ③ Iwate Prefecture
- ④ Hiroshima Prefecture

Answers: ① ② ③ ④

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Donchana

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Kabuki Restaurant

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Upper East Iggy's
1901 1st Ave. 4th Fl. (bet 1st & 2nd St.)
212-321-1003 \$1 / hour

Midtown West Japan 55
201 W 106th St. (bet Franklin & 116th Ave.)
212-495-1278 \$1.50 / person

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212-495-4555 www.bigapplekaraoke.net \$6.95 / person

Midtown East Japan 27
301 10th Ave. 3rd Fl. (bet 1st & 2nd St.)
212-495-2025 \$1.50 / person

Midtown East Japan 38
611 38th St. (bet Madison & 3rd Ave.)
212-495-4561 \$1.50 / person

Midtown East Karaoke Duet 18
304 E 49th St. (bet 1st & 2nd Ave.)
212-719-4522 \$4.50 / person

Midtown East Karaoke Top Tunes
305 10th St. 10th Fl. (bet 1st & 2nd Ave.)
212-719-2618 \$1.50 / person

Lower East Chirps Karaoke
2610 2nd Ave. 3rd Fl. (bet 1st & 2nd Ave.)
212-561-2594 \$10 / person

Lower East Gogo's Karaoke
2610 2nd Ave. 3rd Fl. (bet 1st & 2nd Ave.)
212-561-1003 \$1.50 / person

Lower East Grammy Karaoke
2110 2nd Ave. 3rd Fl. (bet 1st & 2nd Ave.)
212-425-7121 \$10 / person

Lower East JPop Karaoke
2110 2nd Ave. 3rd Fl. (bet 1st & 2nd Ave.)
445-712-4525 \$1.50 / person

Lower East Karaoke Duet 35
510 35th St. 3rd Fl. (bet 1st & 2nd Ave.)
445-425-4325 \$4.50 / person

Chelsea Karaoke Duet 7
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27 W 11th St. 3rd Fl. (bet 1st & 2nd Ave.)
212-719-2618 www.bigapplekaraoke.net \$10 / person

Lower East HK
1110 2nd Ave. 3rd Fl. (bet 1st & 2nd Ave.)
212-425-4325 \$1.50 / person

Lower East Karaoke Star Karaoke
270 2nd Ave. 3rd Fl. (bet 1st & 2nd Ave.)
212-425-4325 \$1.50 / person

Lower East Total Music Studio
1110 2nd Ave. 3rd Fl. (bet 1st & 2nd Ave.)
212-425-4325 \$1.50 / person

Lower East Apple Karaoke
1110 2nd Ave. 3rd Fl. (bet 1st & 2nd Ave.)
212-425-4325 \$1.50 / person

Lower East Karaoke Cafe
1110 2nd Ave. 3rd Fl. (bet 1st & 2nd Ave.)
212-425-4325 \$1.50 / person

Lower East Planet Karaoke
270 2nd Ave. 3rd Fl. (bet 1st & 2nd Ave.)
212-425-4325 \$1.50 / person

Lower East Second on Second
270 2nd Ave. 3rd Fl. (bet 1st & 2nd Ave.)
212-425-4325 \$1.50 / person

Lower East Sing Sing (aka Al)
Karaoke is growing! Top tunes & a wide variety of Karaoke music offerings. Located at 15th different language! 12 or 15 minutes Karaoke options on every 15 minutes of 1 to 10 people and are arranged in the most efficient Karaoke Center in the city. 25,000 English songs and 100,000 Japanese songs are in the room where you can take a break from your regular job and have a drink.
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212-425-4325 \$1.50 / person

Lower East Sing Sing (aka Al)
Karaoke is growing! Top tunes & a wide variety of Karaoke music offerings. Located at 15th different language! 12 or 15 minutes Karaoke options on every 15 minutes of 1 to 10 people and are arranged in the most efficient Karaoke Center in the city. 25,000 English songs and 100,000 Japanese songs are in the room where you can take a break from your regular job and have a drink.
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212-425-4325 \$1.50 / person

Lower East Karaoke Lounge
410 2nd Ave. 3rd Fl. (bet 1st & 2nd Ave.)
212-425-4325 \$1.50 / person

Lower East Asia Room
410 2nd Ave. 3rd Fl. (bet 1st & 2nd Ave.)
212-425-4325 \$1.50 / person

Lower East Sing Karaoke Bar
1110 2nd Ave. 3rd Fl. (bet 1st & 2nd Ave.)
212-425-4325 \$1.50 / person

Lower East Most Karaoke Lounge
410 2nd Ave. 3rd Fl. (bet 1st & 2nd Ave.)
212-425-4325 \$1.50 / person

Chelsea Karaoke Short
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True World Foods Presents a Culinary Dojo

Bringing thousands of thousands of new products and the latest equipment, the International Restaurant & Foodservice Show is becoming more and more important in the demanding NYC food industry every year. This year, it attracted as many as 14,000 food professionals, and one of the centerpieces of the Show was the Culinary Dojo presented by True World Foods, a U.S. based Japanese seafood export distributor. Six high profile chefs in NYC exhibited their wonderful techniques, preparing seafood including sustainable bluefin tuna that's widely getting attention. All of them were provided by True World Foods, and mostly from Tokyo's Tsukiji Fish Market.

Chef Naoyuki Kobayashi of MEGU presented the Dojo, showing a traditional "sashimi" technique by using *aji* (Jack mackerel). He not only amazed the audience with his fluid knife skills but also won the audience with the gorgeous presentation of sashimi using head, bone and tail of *aji*. One audience, chef from Long Island, said "It showed me a way to utilize part of the fish that I normally not know how to use because they don't teach those skills in western culinary education. It was nice to observe the chef's knife skills as well."

Following this, Chef Hideto Karikura of Ukenikensha made two demonstrations. First using *mirugus* (*gundlach*), a guest chef that is a sashimi what unusual ingredient in the U.S. market, and second with *saba* (mackerel). *Saba* is a common fish in Western cuisine, but the technique Chef Karikura showed were uniquely Japanese. When the audiences tasted his *saba* dishes prepared in *pubuli* (blanching) and *kobajime* (soaked with *miru-kabe* seaweed), they were amazed of the sophistication of Japanese culinary culture.

"I always wanted to promote Japanese cuisine beyond *sushi* or *sashimi*," the host presenter, Chef Hiroshi Aiba from Ito Japanese Restaurant. He used *rai* (sea urchin) and *made chawanmushi*, a traditional Japanese egg custard, as well as a rich flavored sauce for scallops by mixing soy paste with butter. "You might be even only see it in this country, but I tried to show that it can be prepared in many different ways," he said. His cooking technique is quite close to Western style, and the

audience could get ideas that can be used their cooking right away.

The second day of demonstration started with snapper. Chef Katsuhiko Nakamura of Shobunbe cooked snapper in three different ways: freshly sliced snapper, *pubuli* style, and *kobajime* style. "The flavor of seafood changes seasonally, and fatty snapper in spring especially gives exquisite flavor in between skin and meat. The *yubaki* technique is the best way to enjoy that part," Chef Nakamura emphasized.

The highlights of the day were two demonstrations using *Ten-Gyo Maguro*, sustainable bluefin tuna via artificial hatching, which True World Foods distributes in the U.S. Chef Masao Aida from Gari 46 performed the classic *tani* cutting demonstration with *Ten-Gyo Maguro*. "What I wanted to promote today is the Japanese philosophy of how to minimize the waste. In Japan, we use almost all the parts and serve many dishes," he said. He showed "hagushi" peeling technique that is effective to utilize the fiberless part of the maguro without it spoiling.

Chef Douglas Kim of the Chef's Table in Brooklyn, NYC also used *Ten-Gyo Maguro* and created dishes with western flair, both raw and cooked. "Since I'm the only non-Japanese chef in the Dojo, I wanted to show some different ways to approach the ingredients, to customers can relate. Not fusion, but something using Japanese ingredients and American techniques," commented Chef Kim. The audiences showed great interest particularly in Chef Kim's sauce featuring *feric gyo* and *yuzu* juice that goes up *Ten-Gyo Maguro*.

Promoting practical, informative, and rarely shown Japanese cooking techniques, the Culinary Dojo inspired the audiences and encouraged them to incorporate what they learn into their cuisine.

True World Foods is the premier wholesaler and distributor of a full line of fresh and frozen seafood and specialty grocery items in North America. True World Foods helps quality seafood to the U.S. market directly from Tokyo fish market.

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Tokyo Express: www.tokyopress.com
Ten-Gyo Maguro: www.ten-gyo.com



**True World
FOODS**



Ubi was magically transformed into a belly chawanmushi (egg custard) and ribs and eel was served by Chef Aiba.



Chef Aiba showed dynamic and accurate techniques to use *Ten-Gyo Maguro*, sustainable bluefin tuna via artificial hatching.



As the only non-Japanese chef in the dojo, Chef Kim searched how to incorporate Japanese ingredients and American techniques.



Chef Kim finished *tani* technique the flame of salmon (red) and liver part of *Ten-Gyo Maguro*.



Other Asian Restaurant Guide

238 Average, good/better than, worse than, unique in area

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212-684-0781

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2007 Broadway (at 179th St.)
212-612-9100

Upper West
49-19 196th St. (at Grand Blvd. & Grand)
212-685-4929

Upper East
1209 1st Ave. (at 57th & 58th St.)
212-749-3299

Upper East
1030 2nd Ave. (at 73rd & 74th St.)
212-694-3444

Upper East
499 1st Ave. (at 53rd & 54th St.)
212-619-3881

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700 3rd Ave. (at 11th & 12th St.)
212-422-3373

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1445 1st Ave. (at 71st & 72nd St.)
212-295-4956

Upper East
360 86th St. (at Park & Madison Ave.)
212-249-0281

Upper East
245 E. 46th St. (at 3rd Ave.)
212-685-4949

Upper East
740 Madison Ave. (at 68th St.)
212-794-4333

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1240 1st Ave. (at 85th & 86th St.)
212-685-0331

Upper East
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212-752-7629

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212-335-1637

Midtown West
24-19 36th St. (at 3rd Ave.)
212-335-1637

Midtown West
471 W. 42nd St. (at 3rd Ave.)
212-717-8821

Midtown West
125 Broadway (at 75th & 100th St.)
212-654-9000

Midtown West
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212-754-9488

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212-786-0300

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212-684-0326

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212-765-3500

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212-444-1160

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212-769-9356

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212-769-4933

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212-688-3271

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212-685-4933

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212-462-2121

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212-364-5650

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CHOPSTICK'S PICK KOREA PALACE

Midtown's Secret Fine Korean Dining

For an authentic Korean dining experience in Manhattan, you don't always have to end up in Koreatown. Tucked away in the heart of the business district in Midtown East, is Korea Palace, which may not be the most known Korean restaurant in the city, but it is well-known to certain people, namely Korea VIPs whom the establishment has masterfully catered to for over a decade. In addition to the spacious seating, the large restaurant has 5 additional private rooms that can host up to 6, 10, and 30 people, making it ideal for those that prefer an exclusive experience for family or business gatherings.

Cuisine at Korea Palace has always been known for its authenticity, but ever since new management took over last year, the new executive chef has been cooking up more costly

appetizers which change every three months, and adding an extra touch of poise and elegance to the Korean standards. The menu covers traditional dishes from many different regions of Korea. "We want our customers to know what authentic Korean food tastes like," says manager, Mr. Kevin Kim. One of the most popular dishes in his restaurant is *Madangso Jjajang* (pork casserole with sautéed fish), and the two different kinds of *Bibimbab*, but for those that are not sure what to order, the *Pan-Foo Combination* is a great choice.

Currently Korea Palace has specials everyday of the week, ranging from Jazz Lady Wednesday where wine is free all night for ladies, Spicy Mondays where spicy pork and chicken BBQ are 50% off, and Toss Up Saturdays where your entire bill will be 25% off.



► One of the signature dishes at Korea Palace is this Spicy Steamed Squid.

◀ The Combination Set A for 2 comes with sliced beef tongue, braised pork sausage, braised cut prime meat, and marinated short rib steak cubes and is cooked in front of you by extremely polite, young, professional servers.



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Let's Eat the Season

-Asparagus-



Spring is just around the corner, and our dinner tables are about to bloom with spring-colored dishes made from refreshing natural ingredients. This month, Minko-senari uses two seasonal ingredients, green asparagus and squid, to make the perfect spring appetizer. In addition to having an abundance of vitamins A, C, and E, asparagus is also a rich source of asparagine, an amino acid. Asparagine helps to synthesize protein in the body, promotes metabolism, and aids in

combating fatigue. Squid is low in calories and fat but high in protein, so it is an ideal ingredient in your healthy diet plan. Asparagus and Squid with Miso Sauce is spiced up with a Japanese traditional sauce called *karashi miso* (spicy vinegar miso). This thick sauce is often used for dressing boiled seafood and vegetables. Its pungent flavor perfectly harmonizes with the simple asparagus and squid and adds a kick. It is a healthy substitute for mayonnaise.

Asparagus and Squid with Miso Sauce



[INGREDIENTS] (Serves 4)

- 1 cup asparagus (cut into 2-inch long pieces)
- 1 lb cleaned squid
- 1 tbsp miso
- 1 tbsp sugar
- 2 tbsp rice vinegar
- 1 tsp Japanese mustard (*karashi*)
- ¼ cup soaked wakame seaweed (optional)
- 2 tbsp oil

[DIRECTIONS]

1. Slice squid body into thin rings. Cut tentacles into bite-sized pieces.
2. Boil 5 cups of water and add salt (as though cooking pasta). Put squid into boiling water and cook for just 1 minute.

3. Drain squid and put into ice bath immediately.
4. When squid has completely cooled, put onto paper towel and pat dry.
5. Blanch asparagus as you did the squid.
6. Put miso, sugar, and vinegar into microwave-safe bowl and mix well.
7. Microwave until mixture for 30 seconds.
8. Take out from microwave and add vinegar and Japanese mustard and mix well.
9. Toss squid, asparagus, soaked wakame seaweed, and miso sauce.
10. Serve in small bowl.



Tip: Squid turns tough and rubbery when overcooked. Give it a quick bath in boiling water and then put it in the ice bath! Make sure to pat dry the squid and asparagus thoroughly!



MISAKO SASSA Japanese cooking instructor/ford consultant. Masako teaches authentic Japanese cooking, focusing on simple, delicious, and healthy home-style cooking using seasonal and local ingredients.
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Bridging Western and Japanese Culinary Cultures and Forging a Deeper Understanding

Since its establishment, the Gohan Society has worked to promote a deeper understanding of Japanese culinary culture in the U.S. by offering numerous educational and informative programs and opportunities to chefs and students. One of the most rewarding experiences for local chefs is the opportunity to study Japanese cuisine in Japan with a scholarship from the Gohan Society. In 2008 and 2010, five top chefs and culinary professionals enjoyed the luxury of visiting Japan and experiencing Japan's profound food traditions.

Sakai City, Osaka Prefecture, hosted the program both years and provided the participants with a wide variety of rare experiences, from artisanal knife making and soy sauce and kombu (kelp) production to the tasting of an exquisite kaisei course (traditional tea ceremony dishes) and casual foods like *kosen-dashi* (hot-food soup served on a conveyor belt). Because the city is known for its sword and knife forging and all the participants were already great fans of Sakai knives, the highlights of the program were the visits to the Sakai Hansano Museum and the Ikeda Forging Factory, where participants not only expanded their knowledge but also received knife-sharpening lessons. Ms. Lan Anne Wong, chef/culinary consultant and a participant in 2010, said, "For a chef, the knife is an extension of their hand. An excellent chef's knife is an essential tool for

making delicious food. Being touched by the tradition of Sakai knives, the greatest chef's knives in the world, and viewing the production process has been an incredible experience for me."

The rewards of the scholarship program are mutual for both the participants and the host city. "For the host knife workers and food company workers, hanging out with elite chefs from New York was a valuable opportunity to learn about the condition of the U.S. market. The chefs' attitudes were very enthusiastic, and they had valuable interactions with the townspeople as well," commented Ms. Miyuki Hanazono of Sakai City's Industrial Promotion Department.

Bridging Western and Japanese culinary cultures, the Gohan Society's scholarship program not only influences and inspires but also builds a foundation for the further development of a global culinary culture. In 2011, the Gohan Society is opening its doors to younger culinary professionals and students. For more information about the 2012 scholarships, read the application details below.

The Gohan Society Mission — The Gohan Society focuses on understanding and appreciation of Japan's culinary heritage in the United States through educational outreach to all who desire and enjoy Japanese culture.
www.gohansociety.org
For further information, please contact Staff Kurokawa at kurokawa@gohansociety.org



Participants on scholarship watched a knife forging demonstration at Ikeda Forging Factory.



Successful kombu (kelp) stacking in the Mitsunori Co., Ltd., where the participants learned the kombu making process.



Chef Seiji Gelfi and Chef Wong (right) took a workshop on Sakai knives with executive chef Ichio of Hansano.

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Please apply via the web site: www.gohansociety.com

For more information, please contact sacchi@gohansociety.org

THE KURAMOTO - VOL. 19-

SHARING JOY THROUGH SAKE AND SHOCHU

KITAYA CO., LTD.



Surrounded by a nature-rich environment in the northern part of Kyushu, Kitaya produces both sake and shochu. Kitaya is a family business founded in the Edo period around 190 years ago, and the current president, Katsunori Kinoshita is the seventh generation descendant of the founder. "When the company was founded, it was named after the wish, 'We want to share a lot of joy through sake. We want to be a brewery that brings people a lot of joy.' The spirit is inherited through generations," Mr. Kinoshita explains their company philosophy. This is why

the characters in the name Kitaya translate to "The House of Lots of Joy." Also, the founder and the first president of Kitaya, Sakichi Kinoshita, left them with the family rule, "The master of the company should make sake himself." This means not relying on outside brewing staff. Even today, the president himself helms the sake-making team and works as executive producer of the company.

Yamato City in Fukuoka Prefecture is the home of Kitaya, whose abundant natural resources allow them to harvest high quality green tea, rice, mandarin

oranges, strawberries, peaches and bamboo. Kitaya makes the best out of the blessed nature around them for producing their sake and shochu. They use the clear water of the subterranean stream of the Yabe River down from 40 meters below the brewery and locally grown rice, Yamadonishiki and Yumekiko varieties.

Kitaya is also serious about pioneering technological developments. Today, many premium shochu makers tend to employ "reduced-pressure distillation", a distilling method taken from perfume, but Kitaya is the first company that applied the method for making alcohol in 1971.

Currently, five sakes and three shochus from Kitaya are available in the U.S., including Jannet Dai-Ginjo KANSANSUJI series, Jannet KURASA, and Jannet Sparkling AI NO HIME series as well as shochos Gokoo, Jinkoo, and Gokoku. Especially, Gokoo (Comfortable Sky) and Jinkoo (Perfect Sky) were both wisely named with the character "koo" (sky), and both of them have been offered to executive class customers on Japan Airlines International Flights for night years.

Kitaya Co., Ltd.
374 Motomachi, Yamato City,
Fukuoka 834-0001
TEL: 81-943-25-2104
www.kitaya.co.jp
(Japanese only)



THREE THINGS YOU SHOULD KNOW ABOUT KITAYA CO., LTD.

AI NO HIME Sparkling Sake

Named after the legendary local princess, AI NO HIME (princess of love) is an elegantly sparkling sake. Following double fermentation, the same process used to make champagne, it produces natural carbonation. It comes in two flavors: angular and soft, and the former's pink color comes from the red bay leaves traditionally used in the fermentation process. The alcohol content is low at 17% and the flavor is sweet and light.

**Gokoku (Kuro-Bana) Shochu**

Yamato City is famous for being the nation's core producer of the highest quality green tea: Gokoku. Made with local rice and green tea, the shochu has a very rich green tea aroma. It's delicious on the rocks or cut with cold or hot water. Of course it's great for a taste of green tea cocktail which are getting more and more popular with U.S.

**Dangshu Sake**

Ginjo refers pride in their skill to produce high quality, elegant sake sake. Their dangshu sake has won the first prize in the Fukuoka Division of National Tax Agency (Fukuoka Sake and Nominato Prefecture) National Award Competition 3 times in the last 10 years. In the U.S., KANSANSUJI "Cold Mountain Water" and KANSANSUJI CASKMOUNT are available.





A Shochu Moment with Kyoya

- Miyazaki's Oldest Shochu Distillery -
Vol. 40 Kappa no Saso-mizu

The Shennendoko, a volcano located in Soen southwest of the Kyoya Shozo has been emitting smoke since the beginning of this year. The smoke sometimes reaches 3,000m high and the volcanic ashes sometimes fall onto the fields of Kyoya Shozo depending on the wind. According to an old saying, "volcanic ashes often benefit the soil." With that in mind, Kyoya Shozo started planting sweet potatoes in these fields in May. Now buds cut out from seed potatoes are planted by being placed into the ground at a slant using a long stick. Again this year, production of the authentic Shochu starts from utilizing emphy soil.

-Hayato Hishinuma-



Informations

The place to drink
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(From left) Pure Pure, Double Kinsaihi Sake, Zen, Kiri, Kiri

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and the above phrases is recognized by the Japanese national government.

Izakayas and Shochu Take Over Korea

Pop culture is not the only thing being exchanged between the new generation of Koreans and Japanese today. Japanese izakaya food and drinks are all the rage in Korea and this boom seems to have spilled over to the United States as well. At Raku Izakaya, a Japanese izakaya-style restaurant in Fort Lee owned by Korean restaurateur, Karomaru is the best selling shochu among their largely Korean clientele. We asked manager James Yim about his take on Karomaru's popularity and the future of shochu.

Why did you choose to open a Japanese izakaya and decide to have Karomaru on the list from the beginning?

We already have a Korean restaurant, so for the second one, we wanted to do something different. This neighborhood is Korean heavy, but we wanted to create a place that would bring a diverse clientele but could remain casual. The reason we chose to have Karomaru from the get-go was because of the name recognition that brand has for one thing, but because it's a good drink, too.

How would you describe the Karomaru?

It's a clear sweet-potato based drink that's not too overpowering. It has a dry finish, a subtle aroma of sweet potato, and it's well balanced.

What is the difference between Japanese Shochu and the Korean Soju?

Korean soju is also made out of sweet potato, and even though there are many makers, they tend to have the same taste whereas Japanese shochu has a range of tastes and use other ingredients to make shochu. With Japanese shochu you can enjoy more variety of tastes and characteristics.

What would you pair with Karomaru?

I think it would go with both our signature dishes, the *Slow Cooked Beef* with *Gochu Chapsu* and *Banash* (grilled squid). Karomaru has a very distinctive taste that can hold up to strong flavors like garlic and rich sauces and grilled meats. But at the same time, Karomaru can also be subtle so that it can easily go with light flavors too.

Do you offer shochu cocktails?

Yes, but we don't use Karomaru. A good drink like Karomaru should be appreciated on its own, I think. You don't need to mix it with anything.

What do you think is the best way to drink Karomaru?

I think on the rocks is the best way. A little lemon may not hurt, or some hot water.

Do you think that shochu has the potential to be as popular as sake here in the U.S.?

I think it does. People just have to be educated and exposed to it more. Plus you can do a lot more with a bottle of shochu, so I think it will catch on once people familiarize themselves with it.



Japanese casual-style izakaya dining is all the rage in Korea. The strong tastes of the izakaya food goes great with Karomaru as the refreshing sweet potato character the palate.



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What is SHOCHU? What is i i c h i k o ?

Ichiko's hometown is the birthplace of the god of sumo

Ichiko's hometown Usa City, Oita Prefecture is located in the northern part of Kyushu, in southern Japan. Surrounded by sea and mountains, Usa City is rich in natural beauty and holds three Japanese "number one" (national records). Now we will explain this in more detail.



The first number one is the sumo grand master of the Showa period, Baidashi Futebayama, who is known as the god of sumo. Futebayama was born in Usa City in 1912, became the 30th yokozuna (the highest rank in sumo), and before retiring in 1945, won the makuuchi

national championship (the highest honor in sumo) 12 times and achieved the incredible feat of 66 consecutive victories. Last year, the current yokozuna Hakuho came close to passing that record, but after 63 consecutive victories, he fell short. To this day it is thought

that Futebayama's record will never be passed, and he is considered by many Japanese to be the greatest sumo wrestler of all time.

The principal Hachiman shrine and Ichiko share their base

The second number one is the Usa Shrine. There are many shrines throughout Japan, and there are over 40,000 shrines to Hachiman, the god of war, the most of any shrine. The Usa Shrine is the principal Hachiman shrine in Japan (the headquarters of all the Hachiman shrines), it is known as the number one Hachiman shrine. Every year many worshippers visit the Usa Shrine from all over Japan. The source of the grand master Futebayama's strength may have been the Usa Shrine where the spirit of the brave and mighty Emperor Ojin is enshrined with Hachiman.



The pioneer of premium shochu: Ichiko

The third number one is the barley shochu "Ichiko". Established in 1979, Ichiko became the nation's top-selling premium shochu (made from barley, potato, rice or other grains, fermented with koji and distilled in a pot still), and thanks to you, our customers, we still hold

the top spot to this day. When Ichiko was established, premium shochu was not very well known and there were not many customers. However, customers slowly warmed up to it and Ichiko became beloved throughout Japan. Perhaps the reason for Ichiko's success is that they carefully manufacture their product while respecting the rich natural environment of Usa, creating a spiritual product that became Japan's number one shochu.



ICHIKO IS MADE IN USA

Maybe some readers have noticed that when you spell Usa City with English letters you get USA. Ichiko is all made in Usa City so you could say it's made in USA. Try Ichiko, the spiritual shochu that's made in USA.



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Grocery & More Guide

The following is a list of stores who are your top Japanese food and liquor

Coupons available at www.chopsticksnyc.com

GROCERY

MGM D'vory & Tikh

260 Broadway (bet 114th & 115th St.) Japanese

212-249-4005

Quisora

109 E. 49th St. bet 3rd & 4th Ave. Japanese

212-366-3335

Katagiri & Co. Inc.

204 E. 99th St. bet 3rd & 4th Ave. Japanese

212-355-0256

Suenari Meat Markets

11 East 40th Street bet 3rd & 4th Ave. Japanese

888-380-0282

Vegans

249 E. 43rd St. bet Mid bet 3rd & 4th Ave. Japanese

212-375-0273

Mart Hot Ah Room

2639 Broadway bet 58th & 59th St. Korean

212-435-3071

Woolly

1199 Broadway bet 3rd & 4th St. Korean

212-869-1135

Japan Premium Beef

10 Grand Ave. bet 3rd & 4th St. Korean

212-946-7203

JAS Mart

86-01 Manor Pl bet 2nd & 3rd Ave. Japanese

212-425-0431

MIME E Village

286 E. 11th St bet 3rd & 4th Ave. Japanese

212-332-0488

See you Mart Andri PL

61 Thompson St. 2/F bet 1st & 2nd Ave. Japanese

212-454-3345

Pond's River Mart

471 Broadway bet 3rd & 4th Ave. Korean

212-453-4135

Suenari Meat Sells

424 Avenue D bet 3rd & 4th St. Japanese

212-332-0433

Tsujin Mart

61 Broadway St bet 3rd & 4th Ave. Japanese

212-693-4332

Matsuya

411 Spring St bet 3rd & 4th Ave. Japanese

212-332-0433

Famly Market

20 E. Broadway bet 3rd & 4th Ave. Japanese

212-332-0433

H & Y Marketplace

76-01 Broadway bet 3rd & 4th Ave. Korean

212-454-3345

H Mart Northern 156

33-40 Broadway bet 3rd & 4th Ave. Korean

212-332-0433

H Mart Northern Blvd.

111-01 Broadway bet 3rd & 4th Ave. Korean

212-332-0433

H Mart Union

212-332-0433 bet 3rd & 4th Ave. Korean

212-332-0433

H Mart Williams Park

400 West Ave bet 3rd & 4th Ave. Korean

212-332-0433

H Mart Woodside

111 Woodside bet 3rd & 4th Ave. Korean

212-332-0433

Sakaguchi

7400 Broadway bet 3rd & 4th Ave. Japanese

212-332-0433

H Mart Grant Neck

410 East Ave bet 3rd & 4th Ave. Korean

212-332-0433

Nara Japanese Foods

100 West Ave bet 3rd & 4th Ave. Japanese

212-332-0433

Shin Nippon Inc.

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212-332-0433

DAVID

521 Broadway bet 3rd & 4th Ave. Japanese

212-332-0433

OS Sealed

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212-332-0433

Fujimoto Sashimono

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212-332-0433

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212-332-0433

NJMA Market

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212-332-0433

Disaburo

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212-332-0433

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J-Mart

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MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterizes Japan's spirit of constantly improving quality.

Vol. 11 - MONO of the month

Kaga Maki-e

Today, many Westerners are fully aware of the modern marvels of Tokyo and the traditional treasures of Kyoto. However, the living legacy preserved in Kanazawa has remained a secret to the outside world until fairly recently.

Located in Ishikawa prefecture (formerly called Kaga) on the coast of the Sea of Japan, Kanazawa became a center of sophisticated arts and crafts during the Edo Period (1603–1868) and in 2005 was designated as a UNESCO City of Craft and Folk Art for its continuous production and historical preservation.

Known for colorful silk dyeing techniques, pottery, metal work, clay work, textiles and lacquerware, Kanazawa is also home to a distinct version of the national decorative art form, maki-e. Stemming from the words "maki" meaning sprinkle and "e" meaning picture, maki-e is a painting technique with roots dating back to the Nara Period (710–794), whereby various objects, such as dishes, lacquerware, incense boxes etc., are decorated with gold powder using lacquer as an adhesive. During the Edo Period, the technique gained popularity in the Kanazawa area and developed into a unique style called Kaga Maki-e.

Mr. Takashi Arai, a designer with an extensive experience in collaboration with Kaga maki-e artisans, described the process and emphasized the importance of patience to produce high quality work. For instance, a beautifully decorated box can take three years from start to finish and involves coating the wooden box with a lacquer base layer, smoothing it with coal, then transferring the desired design onto the box, outlining it with lacquer as a glue, sprinkling powder and re-

peating the last two steps, as necessary, to achieve the desired color and relief variance seen among the many maki-e creations. Mr. Arai explained that typically, only 24K gold leaf powder is used in this descriptive process and about 80-90% of all maki-e gold leaf used around the country is made locally in Kanazawa.

In addition to keeping traditions alive, Kanazawa also "transforms" traditional heritage into something with a global appeal to preserve its form" according to Japan Society curator, Joe Earle. This local "inventive spirit" inspired NYC native designer and artist Evelyn Teplitz Magli to relocate her studio to Kanazawa, where her work combines the traditional maki-e process with modern graphics and designs. For example, Teplitz Magli's label, Evelyn Claude, uses the eco-friendly, heat proof, moisture-resistant technical material invented in Japan called Vapex® to create lightweight unique accessories that fuse the past and present.

The American-Japanese collaborative group, Club Kanazawa, offers foreign visitors the rare chance to visit with local maki-e artisans, as well as other craftspeople, to experience this living arts culture firsthand as well as to secure a future for the beautiful and original crafts and art forms of Kanazawa.



The Evelyn Claude line of products bring the traditional maki-e decorative technique into the 21st century by combining it with current designs and materials.



▲ The accessories and stationery above use a new lightweight base material, "Vapex" with modern images applied in the time-honored maki-e tradition.

◀ Traditional maki-e pieces, such as this goblet, offer nostalgia into the past as well as inspiration for current artists to carry traditions into the future.

Information

Club Kanazawa
www.clubkanazawa.com

Evelyn Claude
www.evelynclaud.com

Ishikawa Prefectural Government NY Office
TEL: 315-867-0403

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FOCUS ★ FOOD

INSIDE THE BOX: A NEW WAY TO THINK ABOUT LUNCH

Thanks to the Japanese we have an excuse to play with our food. Bento boxes have long been a lunch-time favorite in Japan, but now they're here to provide a whole new outlook on the brown bag lunch.

Makiko Ishi, who shares the secrets of bento on her blog JustBento.com, has recently compiled a cookbook, *The Just Bento Cookbook: Everyday Lunches to Go* (Kodansha International), with recipes and tips that make the compact meals accessible to hungry people everywhere. The cookbook makes the lunch box construction process super simple. Each recipe includes a timeline, diagram and tasty-looking photos. There is even a weekly bento planning chart. With twenty-five recipes total, ranging from a traditional Japanese Teriyaki Bento to a Mediterranean-Mexico-style Bento, vegetarians and meat eaters alike will find plenty of meal inspiration. During her book signing at New York's Kinokuniya Bookstore, I was lucky enough to receive some one-on-one instruction.

Before you begin your own bento, you'll want to select the perfect compartment for storage. Makiko and I worked with a very basic model with an adjustable rice tray, but the possibilities are endless. There are slim, digest models for office ladies, Pikachu-shaped boxes for young children and traditional lacquered boxes for those who like to go old school. Budget lovers can find thermal bento boxes or some with ice pack inserts. The internet is a good place to purchase boxes of all shapes and colors, but for those who can't wait, there is a great selection in Kinokuniya's basement. Bento boxes usually range in price from \$5-\$50.

"A bento can be made from almost anything," Makiko explained. We began ours in the most traditional way with white, sticky rice. What makes a bento box different from an ordinary packed lunch is the attention to detail. Using paper cupcake liners, we arranged meatballs, baked pumpkin and kaniago (a traditional side dish made with sweetened burdock and carrot) into individual compartments.

By separating individual items into small compartments, we can keep these dishes without mixing flavors. Makiko encouraged me to use some steamed broccoli to help provide a snug fit for the bento contents; this also provided an additional splash of color. The final touch was a bunny-shaped carrot slice that I placed on top for a little added fun.

Though bento works well with most types of cuisine, there are a few items Makiko cautions us to avoid. Raw foods including sushi, uncooked tofu and meats are strongly discouraged. Homemade mayo or creamy dressing is another no-no as well as leftovers that are past their prime. She also suggests making bento boxes in the morning as they always taste better than those made the night before.

At the signing, Makiko also provided a few interesting cultural tidbits. For example, spring time is bento season in Japan. As cherry blossoms bloom, friends and family gather in parks to enjoy the scenery while snacking on boxed lunches. Because it is also the beginning of the Japanese school year, "nyaya-ben" (character bento) is in full swing. Imagine opening your lunch to find your favorite cartoon character inside from rice, vegetables and many other ingredients. Bento boxes are traditionally made by women, but these is now a legion of men out there called "bento dandis" (male bento enthusiasts) that are also giving it a try.

Fun to make and eat, bento boxes are a way to shake up your average lunch and add some Japanese culture to your next meal. Just Bento is the cookbook to get you started, but where you go from there is up to you.

—Reported by Devon Brown

Info:
 Website: www.justbento.com
 Amazon: bento.amazon.com
 Kinokuniya Bookstore
 1023 Avenue of the Stars (at 42nd St. & 5th Ave.)
 New York, NY 10019
 Tel: 212-685-1020 / www.kinokuniya.com



1. Makiko Ishi shares her passion for this fun food culture with us. 2. Our bento box only includes six ingredients. 3. Color coordination is a key element for bento for both nutritional and aesthetic reasons. 4. Bento boxes come in all shapes, sizes and colors. Bento is new for many personality and budget. 5. A variety of recipes from all over the world can be turned into bento.

Lower Middle	Kona Zen Institute	
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THREE MOOKS PROPOSE NEW STYLES

HARDCOVER TOP 5 IN JAPAN (3/7-13)

Book title	Author	Publisher
1. LESPORTSAC 2011 Spring & Summer (style)	N/A	Tokajimashiro
2. russel 2011 Spring/Summer Collection	N/A	Tokajimashiro
3. Kurin no Tsubasa	Keigo Higashino	Kodansha
4. Un ni Aisareru Hito	Kaoru Nakajima	Sumitani Shuppan
5. ANNA SUI—15th Anniversary in Japan	N/A	Tokajimashiro

THE MONTHLY PICK



LESPORTSAC 2011 SPRING & SUMMER (STYLE)

Three mooks (magazine + book) rank in the top 5. Tokajimashiro has dominated the mook category by offering popular fashion brands, new styles for girls, and this month, they feature LESPORTSAC, russet, and ANNA SUI as mook. LESPORTSAC version is the most popular one, which comes with an original LESPORTSAC bag. (Price: \$1)

PAPERBACK TOP 5 IN JAPAN (3/7-13)

Book title	Author	Publisher
1. Shiyoku Tsuru Nigata no Kiseki Monogatari	Kazuma Kamakura	Asahi Media Works
2. Keochaku	Yoshitake Saeke	Kobunsha
3. Kyokushoku Claimer 1	Takoru Kuroki	Asahi Shoin Shuppan
4. Yokame no Semi	Mitsuyo Kikuta	Chuko Bunko
5. Kyokushoku Claimer 2	Takoru Kuroki	Asahi Shoin Shuppan

THE MONTHLY PICK



KYOKUSHOKU CLAIMER 1 & 2

In this medical thriller by Takoru Kuroki, young doctor Imenaka is sent to a municipal hospital in Kyokushoku City, where he witnesses the corruption of hospital management, hygiene problems, financial deficiency and medical errors. Imenaka solves these issues with the help of a female doctor, Himenaka, who is also sent to the hospital. (Price: \$3.5)

PICKS FROM KINOKUNIYA NEW YORK (ENGLISH BOOKS)

SHADOWFOLDS | SURPRISINGLY EASY-TO-MAKE GEOMETRIC DESIGNS IN FABRIC This unique craft, created by folding cloth in patterns, is a development by two designers, Jeffrey Rutledge and Chris K. Palmer, who have studied classical patterns as well as the Japanese art of Hissori. They've come up with Shadowfolds which are shown here in 15 different ways to follow projects. The projects are fun and fashionable and will inspire you to come up with your own patterns and applications.



CREATE + FOLD | INNOVATIVE ORIGAMI PROJECTS ANYONE CAN MAKE This amazing new origami book by Sak Song is inspired by traditional techniques but the models are very innovative and modern. He shows how paper can be transformed into anything from an exquisite watercolor cented to a wallet made from a subway map. These interactive projects will teach you the fundamentals of origami as you create playful animals and other designs perfect for greeting cards, jewelry and more.



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SENSEI INTERVIEW, VOL. 12

"YOU CAN EXPRESS DIFFERENT EMOTIONS BY CHANGING THE PRONUNCIATION"

Yuko Kawaguchi, Sensei (Academy Language Institute)

What advice would you give someone who wants to study Japanese?

Don't worry too much about grammar. Japanese grammar is relatively simple, and it doesn't have many tenses and verb conjugations like some European languages. If you have good pronunciation you can be understood even if you don't have an advanced understanding of grammar. Also, one fun part of Japanese is putting emotion into a phrase by changing the pronunciation. A common phrase like "Izu de aru" can express many different emotions depending on how it is pronounced.

What are the unique ways of teaching Japanese at your school?

How do you teach?

We emphasize conversation and grammar in our classes. Our small class size allows us to customize our teaching methods to each student's goal and needs. The most unique feature of our school is that at the beginner level, students use either the hiragana version or the rōmaji version of the text book *Minna no Nihongo* based on their individual situation, but they learn conversation and grammar in the same class.

How do you encourage students if they encounter difficulties?

Many people have difficulty overcoming plateaus with listening comprehension. With grammar, if you

just put in the study time, most people progress fairly easily, but with listening, progress tends to take the shape of a staircase with plateaus and periods of rapid improvement. When you hit a listening plateau, try to listen to as much Japanese as you can in fun formats like television dramas, movies or internet videos. Listen to material that interests you. By listening to Japanese while enjoying yourself, you'll quickly break through that plateau.

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1119 Ave D, (near Lexington Park Area)
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WAKAGUCHI MASSEI-SENSEI'S NEXT LESSON

After you eat at a Japanese restaurant you can say, "gochisoma omo deshite" (roughly translates to "thanks for the feast"). The great thing about this phrase is that you can say it to the waiter, boss, boy, person behind the counter, or any member of the staff, not only the chef. Be sure to say it nice and loud so everyone can hear, and you will be rewarded with smiles of appreciation.

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ICHIYO HIGUCHI (1872-1896)

Ichiyo Higuchi is considered to be the first professional female writer in modern Japanese literature. Born in Tokyo into a samurai lineage, Higuchi started showing literary talent when she was a very small child. Her short life, however, was full of hardship. After her father failed in business, Higuchi's family suffered from poverty. When she was 14, her older brother died and, just one year after that, her father passed away. Afterwards her engagement was canceled because of her family's finances. Higuchi became the head of her family when she was 17. While her mother and sister earned money by sewing she supported the family by writing stories. Her first novel was published when she was 26. Before she died at 24 from tuberculosis, she wrote excellent novels, essays, and poems, including *Tokukuni*, *Nigore Chikugoro* and *Joskyo*. In 2004, the Ministry of Finance issued a 5,000-yen banknote with Higuchi's portrait. She is the first female to appear on a Japanese banknote.



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Dig Deep into Ceramics

Pottery, ceramics, porcelain, and related crafts, known as "tôgi", "yakimono", or "tanakemono" constitute one of Japan's oldest and most highly respected art forms. Kyomizu, Kutani, Bizen, Mashiko, etc.—throughout the ages many distinctive styles and techniques have developed all over the country. Today, there are many opportunities to experience Japan's heritage of tôgi, and festivals, tours of ancient kilns, museums, shops and classes abound in various areas around the country. Here we introduce three historic destinations where you can experience the rich culture of tôgi.

Seto (Aichi Prefecture)

One of the oldest centers for tôgi in all of Japan, producing glazed ceramics since the 1200s in Seto City in Aichi Prefecture, Seto is known for practical, affordable, everyday ceramics like dishes, bowls and cups. The ceramics of Seto are so popular throughout Japan that all ceramics can be called Seto-ware. Known as "Ceramic Town," the city abounds with museum shops and events/festivals that showcase their rich history and traditional crafts. A few examples include the Setogawa Ceramics Plaza, The Old Kiln House, Schools such as The Institute for Blue and White Ceramics, and The Seto Ceramics and Glass Art Center, and the Seto City Art Museum. Every 3rd weekend in September the Seto-ware Matsuri (ceramics festival) is held in Seto attracting 20,000 visitors from Japan and abroad.

Mino (Gifu Prefecture)

Not far from Seto City, completely different styles developed in the late 16th century. Ki-Seto (Yellow Seto) Shino, and Seta-Guro (Black Seto) evolved in the Mino area and were used extensively in tea ceremonies. They were prized for their simple, minimalist elegance or "wabi sabi." Many of the sightseeing attractions in Mino are concentrated in Tajimi City, such as the Gifu Prefectural Ceramics Museum and Ceramics Park Mino, which offers a great view of the city. There is also a 21-day program that allows you to experience every step in firing a traditional Anagawa kiln.

Arita (Saga Prefecture)

Since the 17th century, the town of Arita in Kyushu has produced fine arts porcelain that has long been prized in Japan and internationally for its exquisite beauty and detailed floral designs. The porcelain of Arita is widely known as Iwaki in the West, for the port town that exported the wares, but in Japan it is known as Arita-yaki. There is plenty to see in Arita including festivals such as Arita Ceramics Fair (April 29-May 5th), kilns such as Shikigawa, Inakemon-gama, and Kakeemon-gama, museums such as Kyushu Ceramic Museum and Arita Ceramic Art Museum, and beginners classes at the Rokusen Pottery Experience Studio and Akasaka Pottery Experience Studio.

TOGEI SPOT LIST

Seto

Seto City English web page

www.city.seto.aichi.jp/

Setogawa Ceramics Plaza

1-1 Kawachi-cho, Seto, Aichi Prefecture

Tel.: 481-688-40-6266

Seto Municipal Center of Atsuhara and

Traditional Ceramics (The Old Kiln House,

The Institute for Blue and White Ceramics)

60 Nishiguchi-cho, Seto City, Aichi Prefecture

Tel.: 481-688-40-6881

Seto Ceramics and Glass Art Center

51-3 Museum Nakaden-cho, Seto City, Aichi Prefecture

Tel.: 481-681-60-1000

Seto City Art Museum

113-2 Nishikawa-cho, Seto City, Aichi Prefecture

Tel.: 481-678-84-1181

Mino

Exami City web page (in English)

www.city.exami.gifu.jp/

Gifu Prefectural Ceramic Museum

1-4-1 Higashi-machi, Tajimi City, Gifu Prefecture

Tel.: 481-622-23-1181

Ceramics Park Mino

4-2-5 Higashimachi, Tajimi City, Gifu Prefecture

Anagawa Kinshin (Water Kiosk)

1-4-1 Higashi-machi, Tajimi City, Gifu Prefecture

Tel.: 481-622-23-2223

Arita

Arita City English web page

[www.city.arita.saga.jp/index.html](http://www.city.arita.saga.jp/)

Arita Ceramic Art Museum

1-4-2 Daza, Arita-cho, Nishimuratsubo-gun

Saga Prefecture

Tel.: 481-655-42-0322

Kyushu Ceramic Museum

2132-1 Tsukuba-2-chu, Arita-cho

Nishimuratsubo-gun, Saga Prefecture

Tel.: 481-655-43-8881

Rokusen Pottery Experience Studio

1-36-1 Isomura, Arita-cho, Nishimuratsubo-gun

Saga Prefecture, Tel.: 481-655-43-1352

Akasaka Pottery Experience Studio

1-2-15 Akasaka, Arita-cho

Nishimuratsubo-gun, Saga Prefecture

Tel.: 481-655-43-1210

Kakemono Center

252 Naozoe-cho, Arita-cho, Nishimuratsubo-gun

Saga Prefecture, Tel.: 481-655-43-2202

Isomura Studio

2-1-15 Akasaka, Arita-cho

Nishimuratsubo-gun, Saga Prefecture

Tel.: 481-655-42-2181

Shio Gaku

2118 Kiyomizu Nishimuratsubo-gun

Arita-cho, Saga Prefecture

Tel.: 481-655-43-2215



1. Three distinctive styles of porcelain developed in Arita in the sixteenth and seventeenth centuries, Ki-Seto, Shino, and Kakeemon. All three styles often contain intricate floral designs.

2. In the late sixteenth century, a new style known as Orita arose from Mino, which is characterized by hand-molded, odd shape and the use of green copper glaze. The example, Orita Futaba (1644-1616) is a well known genre/ware master in wartime Japan.

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Exhibition

Through April 23 FREE
Ryuj Kato "The Clay Is Laughing"
Appaloosa Gallery

A world leader in the ceramics field, Ryuj Kato is one of the most innovative and dramatic artists active today. Defying convention, he has developed his own flow style in which each work represents a message and its clay incorporates the time and place in which it was made. The current New York exhibition will feature forty of his works: a large jar resembling Jupiter pulled down from space, a vase that appears to have been plucked from nature, and tea bowls and sake cups that are "gentle to the hand and lip," works that dance and laugh as they await their turn. Opening reception will be held on Mar. 15 from 5-8 pm.
Location: 320 W 38th St. (bet 30th & 39th Ave.)
New York, NY 10017
TEL: 212-647-4477 / www.appalোগallery.com

Through March 30 FREE
Japanese Artist Mayuko Okada Presents Innovative Silk Art in New York Exhibition
The Nippon Gallery



The Nippon Gallery presents Ikano Goshou Spring Kasei, an exhibition of Mayuko Okada's silk art and Japanese painting. Mayuko has won acclaim in Japan for challenging the boundaries of traditional Japanese arts, and parti-

cipating in pottery, metal carving, and calligraphy. In this exhibition, Mayuko has presented the art of Oshio (pressed images) in which she used her grandmother's 100-year-old silk kimonos, which are works of art in their own right, to produce original images, which express her inner province of spontaneity.
Location: 143 W 58th St. (bet 6th & 7th Ave.)
New York, NY 10019
TEL: 212-333-2222 / www.appalোগallery.com

Through April 14 FREE
Japanese Artist Mas Tanaka's NYC Debut
Hill Hodges Gallery

Coexisting with NYC's Asian Contemporary Art Week 2011, Hill Hodges Gallery will host the New York debut exhibition of Japanese artist Mas Tanaka from Mar. 28 to Apr. 14. The exhibit will feature acrylic on canvas portraits of post-adolescent young females with childlike expressions against angular, neon-like backdrops. Tanaka's style is considered a unique form of "moe," a style in which subjects blend mature and childlike qualities exemplified by Japanese artists like Yoshitomo Kasei and Takahito Murakami.
Location: 214 W 52nd St. (bet 30th & 40th Ave.)
New York, NY 10019
TEL: 212-333-2640 / www.hillhodgesgallery.com

Through June 12
Eye Eye City 21 Between Kizore and Hill in Contemporary Japanese Art
Japan Society

Eye Eye City 21 is a radical departure from recent Japanese exhibitions, moving far beyond the stereotypes of kawaii and otaku culture. Japan Society's show features sixteen emerging and mid-career artists whose paintings, objects, photographs, videos, and installations meld traditional styles with challenging visions of Japan's troubled present and uncertain future. Each of the three sections, "Critical Memory," "Theorized Nature," and "Unquiet Dream," not only offers a feast for the senses but also denounces our preconceptions about contemporary Japan and its art. The section featured artists are: Makoto Araki, Masako Asaki, Tamao Kachi, Rieko Kawachi, Kori-

ko Kojin, Kumi Michida, Yoshitomo Nara, Kohji Nozue, Marika Oishi, Heiko Sawo, Chihara Shota, Tamiaki Shogawa, Heidei Tanemura, Tomoyoshi Akira, Nana Tanaka and Yumiko Tanaka.
Location: 233 E 49th St. (bet 1st & 2nd Ave.)
New York, NY 10017
TEL: 212-402-1111 / www.japansociety.org

April 1 - 28 FREE
Female Artists Exhibition: Kasei Nakamura & Isami Kasei
Ecce Gallery



The Ecce Gallery is holding an exhibition by female artists, Kasei Nakamura and Isami Kasei. Kasei Nakamura tends to work in the traditional Japanese art method, paper cutouts. Her works often times depict tiny doll-like "cute" objects with a hint of a "gothic" style. Most of Isami Kasei's drawings are done precisely in pencil. Her works depict a sense of sexuality and delicateness. Opening reception party is scheduled for Apr. 1 from 6-8pm.
Location: 147 W 30th St. (bet Broadway & 6th Ave.)
New York, NY 10001
TEL: 212-402-0888 / www.eccegallery.com

April 2 - 23 FREE
Sakiko Watanabe Print of Western Finances Exhibition
Mikuri

Japanese antique shop, Mikuri is holding an exhibition of the original Japanese antique woodblock prints, "Sakiko Watanabe Zoku Picture Album of Western Plants and Flow-

and" by an artist, Tadamasa Kawan, which was originally published in a five-volume set by Unio do. Kigobin 1917. This spectacular work, comprised entirely of authentic Japanese color woodblock prints, depicted a wide variety of lush flowers and exotic plants in full bloom. Carefully selected from an extremely rare set of volumes, these exquisite prints hold all of the original, richly vibrant colors. This artistic treasury will delight anyone who appreciates the glorious legacy of Japanese woodblock prints, floral art, and botanics.

Location: NY Botanical Garden (200 & 100 St.)

New York, NY 10093

TEL: 212/693-0800 / www.chanakel.com



Performance

March 30

Tokyo Dance Performance

TKD Entertainment

The Tottogashi University Tokyo Dance Group will have its fifth New York performance at the Miller Theatre at Columbia University. Tearing the world since 1961, this group's amazing performance of high-energy Tokyo dancing and Japanese folk-dance dance has received rave reviews from the New York Times and other media. They're now returning to the U.S. this spring to perform at the Cherry Blossom Festival in Philadelphia and Washington D.C. as well as this New York performance. For show times and ticket prices, call 212-852-1101 or visit www.theatermania.com.

Location: Miller Theatre (Columbia University)

2160 Broadway (at 116th St.) New York, NY 10027

TEL: 212/852-1101 / <http://www.tkd.com>

Like us on: www.theatermania.com

TEL: 212/852-1101

April 3, 5 & 6

Carnegie Hall's JapanNYC Events

Carnegie Hall

This April, Carnegie Hall's JapanNYC—an ambitious city-wide festival led by Artistic Director Seiji Ozawa—concludes, with programs inviting audiences to explore the incredible diversity of Japanese arts and culture with per-

formances and events at Carnegie Hall and New York City partner venues. On Apr. 3, pianist Akira Kobayashi will perform musical compositions from Beethoven and Chopin and on April 5, fresh off her JapanNYC solo recital, violinist Midori teams up with some friends that Carnegie Hall audiences have come to know well. Legendary jazz poet-composer, Toshiro Fukuoka will lead a tour through the history of jazz poetry, and will perform lyrics and quartets with her husband, New Hampshire saxophonist Takashi on Apr. 6. And finally, on Apr. 6, Saki Zeno brings the Japanese mass dancing tradition to the stage as vibrant contemporary performance art at the Japanese Stages at Lehman College in the Bronx. Call or visit Carnegie Hall's website for show times and ticket information.

Location: Carnegie Hall

801 7th Ave. (at 56th St.) New York, NY 10019

TEL: 212/247-7000 / www.carnegiehall.org

Lehman College at Lehman College

The Leisner Theatre

250 Bedford Park Boulevard West, Bronx, NY 10461

TEL: 718/662-8825



April 21

Kana Chamber Opera in One Act Performance

Carnegie Hall

Kana Tsubaki, a Japanese classical Gionese Kyogen-style dance, will perform her original choreography as Kana at Miller Theatre at Carnegie Hall. The gala program will feature the new chamber opera by Togo Satoh, a brilliant program with piano and voice music performed by Akiko Ohta and Aki Nakahara. Other performers include Rei-Tsug Chien (Western Musicologist), Matthew Pezza (Western Tenor) and Ryo Sato (Japanese classical vocals, with accompaniment on Samisen).

Location: 801 7th Ave. (at 56th St.)

New York, NY 10019

TEL: 212/247-7000 / www.carnegiehall.org

Like us on: www.pulchit.com

Lecture/Forum/ Film/Festival

April 1-21

5 Japanese Films

Film Forum

In the Golden Age of Japanese Cinema, there are a handful of female superstars whose careers spanned over 40 years. Film Forum will screen the films featuring such actresses including Kinuyo Tanaka, Isuzu Taniguchi, Machiko Ryo, Setsuko Hara, and Hideko Takamine. See articles on this film series on page 64 of *Chopsticks NY*.

Location: 207 W. Hudson St. (at) Canal St. & 4th Ave.

New York, NY 10014

TEL: 212/524-4100 / www.filmforum.org

April 22-May 5

Retrospective Film Screening: Kenji Mizoguchi

Brooklyn Academy of Music (BAM)

America's oldest continuously operating performing arts center the Brooklyn Academy of Music (BAM) is screening a retrospective of acclaimed film director, Kenji Mizoguchi. A contemporary of Akira Kurosawa, this influential film-maker has continued to direct films well into his 30s. The series will include some of his most famous works such as *The Divine Wind*, *Ugetsu*, *The Life of Oharu*, *The Tale of Genji*, *The Last Days of Pompeii*, *Lucky Dragon*, *My Mother*, *The Naked Island*, *Onibaba*, as well as the U.S. theatrical premiere of *Children of Hiroshima* and a recent documentary about Mizoguchi produced by longtime film director, Susumu Kido.

Location: 30 Lafayette Ave. (at) St. Felix St. & 4th Ave.

Brooklyn, NY 11201

TEL: 718-426-1100 / www.bam.org

Event

March 30

Sakura Matsuri All-Year-Long-Drink Deal

Yakitori

Yakitori, known for its casual menu that includes Western dishes with subtle twists of Asian flavors, is throwing its own Sakura Matsuri event. Come join the festivities and help them welcome spring with a \$15 all-you-can-drink-all-night deal (house selection), and if you come before 4pm or after 10pm, you will receive \$10! Also be sure to take advantage of the drink specials for an additional \$10, and you can enjoy two of their special cocktails including their Pink Icytea Martini. In addition to cocktails, rose sparkling wine will be offered for the additional \$2 for \$19.

drink specials. Doors open at 5:30pm and this will be a "open to the door" event (cash only).

Doors

237 Grand St., (btw Avenue D & E) St. Louis, MO 63103
TEL: 314-242-6277 / www.kickin.com

March 25-April 30

Kikkoman Fair & Strawberry Fair at Mizkan Midtown Marketplace

New Jersey's beloved Japanese supermarket, Mizkan is hosting their first time spring, the Kikkoman Fair and the Strawberry Fair. The Kikkoman Fair will feature a range of Kikkoman products including soy sauce, cooking oil, hot-buys, miso, edamame, soybean butter, ponzu, Goma-coriander, and Pearl Toppings (yogurt). There will be demonstrations of Goma-coriander and Toppings. Free sampling will be offered on weekends. The Strawberry Fair will feature all kinds of strawberry products such as strawberry cookies, candy, chocolate, marmalade, and cereals. Products from popular brands such as Tobiko, M&M's, Lotte, Glico Puffs, and M&M's will be available. *Location: 350 E. 42nd St., (btw 3rd & 4th Ave.) New York, NY 10017*
TEL: 212-697-8123 / www.mizkan.com/english

April 4

Japanese Embassy Presents a Night of Sake and Cooking: Gorki Night

Kinokuniya

The only Japanese (sake) in Manhattan's Koreatown, Kinokuniya offers over 120 varieties of fine sake carefully selected by its sommelier, as well as traditional Japanese cuisine. On Apr. 4, Kinokuniya presents Gorki's Night, an evening in celebration of the Gorki sake from Chiyomasa Brewery. A dry sake with a fresh and bright aroma of grapes and pears, Gorki is an elegant yet strong sake. Gorki sake from Tachibana Prefecture. A special menu of foods that complement Gorki will be featured. On Gorki's Night customers will receive \$3 off bottles of Gorki (regardless price). *Location: 237 Grand St., (btw 3rd & 4th Ave.) New York, NY 10017*
TEL: 212-475-7272 / www.kinokuniya-ny.com



April 7, 8 and 22

Be the E Campaign Events and Earth Day NY After Party

eARTH STREET, Old Soles

The apparel brand eARTH STREET has the concept of promoting the connection of nature environment through the blending of street culture and art. To celebrate the upcoming Earth Day and increase awareness of global environmental issues, eARTH STREET and its sister brand Old Soles will host the campaign event for Earth Day NY After

Party entitled "Be the E Campaign", as well as its after party on the 22nd. At the campaign event on Apr. 7 and 8, participants will enjoy a promotional video on environmental issues, produced by Old Soles and live performance. Old Soles is now accepting reservations for each event and the first 10 people who make a reservation will get either free entrance or priority entrance.

Location: 42nd St. (Apr. 7 event)

217 Broadway (btw Broadway & Duane St.) New York, NY 10007
In Person: 42nd St. (Apr. 8 event)

157 Broadway St. (btw Thompson & Sullivan St.) New York, NY 10002

Earth Street

42nd St. (Apr. 7 event)

42nd St. (Apr. 8 event) 42nd St. (Apr. 8 event)
TEL: www.oldsoules.com



April 10

Open House For Summer Program Kino Academy of New York

Kino Academy of New York will be holding an Open House for their Summer Program on Saturday, Apr. 10. This applies to middle and high school students who are interested in finding out more about Kino's summer program. Reserve your spot by sending an e-mail to kinoacademy@kino.edu. Free lunch will be served to those who reserve in advance. For more program information, call the Academy or see their ad on page 56 in this month's issue of Chopsticks NY. Kino Academy of New York is fundraising to aid in the Japan Earthquake and Tsunami relief effort. Occasions will be sent to the Japanese Red Cross. Check the website for details at www.kino.edu/reliefdirectives/104. *Location: 3 College St., Parkside, NY 10959*
TEL: 845-765-3454 / www.kino.edu
kinoacademy@kino.edu

April 21

One Day Seasonal Buffet Event Featuring Premium Shochu, Kikkoman

Ukita

The Japanese restaurant in the East Village, Ukita, is known for its selection of shochu and home style cooking. On Apr. 21, they will hold a Seasonal Buffet Event featuring the premium shochu, "Kikkoman". Made in Taketaki Prefecture from a special variety of sweet potato known as "the potato of dreams" and black hog, this shochu has a mild and elegant flavor and a brilliant aroma. The event

costs \$40 per person. It is limited to 25 customers so early reservations are recommended.

Location: 45 E. 3rd St. (btw 1st & 2nd Ave.)

New York, NY 10002 / TEL: 444-654-1102

Happenings

Blue Ball Restaurant Offers Sakes for all limited Time Omelette

The new ball specialty restaurant Blue Ball is now offering sakes through May 31. Monday through Friday from 6:30 pm to 10:30 pm for eat-in customers only. Sake (any season), blue ball and meat flavors are available for \$5 each. Side dishes and rice balls are also available. Blue Ball opened in 2009 with the mission to bring Japanese rice balls, beloved in Japan but still relatively unknown in the U.S., to New York. Blue Ball offers over 50 different flavors of rice balls daily. *Location: 151 E. 45th St. (btw Lexington & 3rd Ave.) New York, NY 10017*
TEL: 212-612-8187 / www.blueball-ny.com

Shikhan Center Celebrates 10 Year Anniversary by Opening 2nd Location and Offering a Discount 10th Anniversary, J's Healing



The center for shiatsu massage and eastern medicine, Shikhan Center is celebrating its 10 year anniversary by opening its 2nd location, J's Healing. Celebrating this, J's Healing offers a 90 minute shiatsu and massage package for \$60 (Reg. \$120-150). It includes 30 minutes of herbal sauna and 60 minutes of massage. J's Healing is equipped with allergy free facilities and promotes well-being through high quality massage and known Chinese herbal medicine. The offer ends on Apr. 30. *Location: 45 E. 45th St. (btw Lexington & 3rd Ave.) New York, NY 10017*
TEL: 212-612-8187 / www.shikhan-ny.com
J's Healing
212 E. 45th St. (btw Lexington & 3rd Ave.) New York, NY 10017 / TEL: 212-612-8187

Japanese/Mexican Fusion Restaurant Offers Free Drink to Chopticks NY Readers

Luna Hiramto & Teriyaki

The Japanese-owned Japanese/Mexican Fusion restaurant, Luna Hiramto is offering one free drink to Chopticks NY readers. Customers can choose from the restaurant's original sake cocktails, the Sake Iru (sake and kabocha ranch) or the Sake Ryo (sake and red wine cocktail) or the veggie/beans/leche de arroz drink with rice and cilantro. Luna Hiramto offers a diverse fusion menu featuring natural and organic foods with no MSG.

Location: 200 36 Ave., (bet 2nd St.) Brooklyn, NY 11215
TEL: 718-338-8580



Japanese Barbecue House Celebrates Sakura Festival, Offers Discounts

Gyu-kaku Midtown, Gyu-kaku East Village

Japanese barbecue restaurant Gyu-kaku is celebrating the sakura (cherry blossom) festival through Apr. 17 in both their Midtown and East Village locations. Special promotions include the new Tall Tenderloin for \$4, and Fruity Cocktail Sake "Cao Cao hai" for \$2. Also, if you sign-up for the Gyu-kaku Rewards Card during the campaign period, you'll have a chance to win discount points equivalent to \$100, \$50 and \$25. You also can get benefits from their daily happy hour menus, which include drinks, side dishes and main barbecue dishes, so you can eat your fill entirely from the happy hour menu. See their website for happy hour hours.

Location: (Midtown)
205 3rd Ave., 3rd fl., (bet 2nd St.) New York, NY 10002
TEL: 212-207-6666
(East Village)
34 Cooper St., (bet 3rd & 4th Sts.) New York, NY 10003
TEL: 212-693-2995 / www.gyukaku.com

Midtown Spa Offers Discount to Chopticks NY Readers

Olive Tree Spa

The healing space in Midtown, Olive Tree Spa is offering 10% off their relax menu to Chopticks NY readers. They feature a rich menu including hot treatment, waxing treatment, body massage, body treatment, aromatherapy, facial treatment, and hair treatment. And, relax and let Olive Tree Spa make you more beautiful.

Location: 290 Madison Ave., (bet 32nd & 33rd Sts.) New York, NY 10017

TEL: 212-687-0938

Sushi Restaurant Offers \$10 Off to Chopticks NY Readers

Osaka

Osaka, the Midtown West restaurant that offers all kinds of sushi from orthodox to modern and unique, is offering Chopticks NY readers \$10 off any bill over \$50. Good for food and drinks, lunch and dinner, just mention Chopticks NY when you order.

Location: 230 W. 43rd St., (bet 36th & 38th Sts.) New York, NY 10036
TEL: 212-587-2700 / www.osakajapan.com



Salon Offers 30% Off Cuts

1 Salon

After 20 years in Union Square, 1 Salon has moved to a new East Village location to provide a more modern and relaxing environment. Owner and master stylist Doni specializes in the Brazilian Keratin Treatment, which softens and straightens frizzy and wavy hair. Bring in the coupon from the advertisement on page 12 and receive 20% off all services.

Location: 27 E. 32nd St., (bet 3rd & 4th Aves.) New York, NY 10016
TEL: 212-685-8537 / www.1salon.com

Udon Specialty Restaurant Expands Menu and Caters

Isokaya Dishes

West Union Isokaya



In January, Japanese restaurant, Udon West in Midtown changed its name to West Union Isokaya and introduced a new specialty menu. Now in addition to udon, you can enjoy standard isokaya offerings on weekday evenings and all day Saturday and Sunday. Also try their satisfying \$2-90 and \$3-90 sashimi menu. On weekends, Sapporo

draft beer is served for \$3 (Tue-Sat) and Henechua gyaru for \$3 (Tue-Sat).

Location: 150 E. 66th St., (bet 3rd & 4th Aves.) New York, NY 10021
TEL: 212-627-6677

Western Hair Stylist Offers \$20 Off to Chopticks NY Readers

Kan Shigematsu

With over 20 years experience in Japan and the U.S., western stylist Kan Shigematsu provides service "from the heart" with solid techniques and a cheerful personality. He spends as much time and care as necessary to make sure that each customer is completely satisfied. Mention Chopticks NY when you book your appointment and you get \$20 off your total. The offer is valid for new clients only.

Location: 254 W. 35th St., (bet 26th & 28th Aves.) New York, NY 10018
TEL: 646-234-1134

Authentic Thai Restaurant Offers 10% Off to Chopticks NY Readers

Talent 81 Thai Kitchen

A favorite among Thai food lovers in NYC, Talent 81 Thai Kitchen serves authentic Thai cuisine that you'll never find elsewhere. From Papaya for their traditional Northern style Thai cuisine, the signature dishes include the sunny Khao Soi, lightly seasoned with curry. Chopticks NY readers will receive 10% off your total until Apr. 30. Mention Chopticks NY when you place an order. All food and drinks included.

Location: 502 6th Ave., (bet 4th & 5th Sts.) New York, NY 10018
TEL: 212-887-4393



Popular Korean Beauty & Health Salon Opens Its 3rd Branch in NYC

Yukonoyungyo

With 50 locations in Korea and 2 in Japan, Yukonoyungyo has finally opened its first location in NYC. The salon has opened in variation in Korea due to their innovative facial massage therapy. (Korea Therapy) This treatment, which



utilizes a special massage, can actually reduce the size of the face while improving the shape, correcting asymmetries and loosening the skin.

Location: 30 W 22nd St., 4th fl. (bet. 5th & 6th Ave.)

New York, NY 10001

TEL: 212-664-7474 / www.jessupendo.com

How Rice-Polishing Machine Service Available for Customer Use

Mitsuzawa Marketplace

Mitsuzawa Marketplace has just equipped an authentic rice-polishing machine for customer use. Designed specifically for the koshi-hakari brown rice of Tokyo shushi. Perfectness, the machine turns brown rice into delicious, polished rice. There are instructions posted on the wall and an attendant to help, so why not experience the fun and exciting process of making polished rice for yourself? Mitsuzawa also stocks a wide variety of rice cookers, including IH, IHK, Panasonic, and Micom varieties from \$39 to \$449. In order to aid the Japan Earthquake and Tsunami relief effort, Mitsuzawa has placed a donation box at the information counter. Donations will be sent to the Japanese Red Cross. You can also donate on-line via Mitsuzawa's website, <http://www.mitsuzawa.com/english/>.

Location: 385 River St., Elmhurst, NY 11370

TEL: 718/461-8112

www.mitsuzawa.com/english/

20% OFF All Services

Kiyono Salon



Kazuhiro Soda's Observational Documentary Film *Peace* Screened at MoMA

New York-based, Japanese filmmaker, Kazuhiro Soda, came back to MoMA's International Festival of Documentary Film and Media with his latest documentary, *Peace*, the February 19th film. As his observational documentary style, his previous two films, *Sanjiao* (Triangle) and *Scapher* (Mistral), are internationally acclaimed and have received numerous awards. *Peace* was originally produced for DMZ Korea International Documentary Festival in South Korea, answering to the request of making a short documentary themed peace and co-existence. Soda was first reluctant to tackle with such

heavily opened in the Union Square area, Kiyono Salon offers a calm and relaxing space in the energetic surroundings of the East Village neighborhood. Kiyono's signature services are blow-dries and special color treatments that actually repair the hair when color agents are being applied. When you receive Dispatches NY, you will receive 20% off of all services for men and women. This offer is valid through June 30.

Location: 15 E. 12th St., bet. 5th Ave. & Broadway, 3rd fl. (bet. 5th Ave. & Broadway)

New York, NY 10003

TEL: 212-491-4411 / www.kiyonosalon.com



Feng Shui Masters Offer Half Price Services for a Limited Time

Feng Shui Masters

From Apr. 4 through 10 in celebration of the spring equinox, Feng Shui masters offer half off services including: Fortune Reading (Reg. \$150, now: Luck Reading (Reg. \$400, now: Gratitude Consultation (Reg. \$1400, now: Home Plan Consultation (Reg. \$360). Also, during this period, anyone who buys an On-site Consultation will receive a living star crystal (\$10 value) and a Feng Shui book, *Feng Shui Life* (Reg. \$750 for free).



Location: Mitsuzawa Marketplace

385 River St., Elmhurst, NY 11370

TEL: 212-664-7474 / www.mitsuzawa.com

Discount on Kimonos for Sakura Festival

Kimono House

In order to encourage people to wear kimonos and yukatas to the sakura festival this spring time, Kimono House is offering 15% off kimono rentals (Reg. \$140 and up) and yukata sales (Reg. \$69-\$152) through Apr. 30th. Also for people who want a photo of their kimono experience, Kimono House has a professional photographer on staff and photography studio inside the store. All Kimono House a portion of the proceeds will be donated to the Japanese Red Cross in order to aid the Japan Earthquake and Tsunami relief effort.

Location: 102 Spring St., 4th (between 3rd & 4th Ave.)

New York, NY 10012

TEL: 212-685-0050 / <http://www.kimonohouse.com>



Discount For Cut & Digital Perm

Wave 55

Wave 55, a Japanese hair salon located in Midtown, has built an outstanding reputation for having friendly experienced stylists along with a comfortable, relaxed atmosphere. Currently they're offering a \$200 professional cut for a haircut along with their signature digital perm service (Reg. \$360), which is a treatment that preserves moisture in the hair, making it resistant to damage. Also, first time customers will receive 10% off all services (this offer cannot be combined with the digital perm promotion). The digital perm promotion is valid thru May 31.

Location: 1837 3rd Ave., (bet. 55th & 56th St.)

New York, NY 10022

TEL: 212-355-7399 / www.wave55.com



Japanese Festival Specialist Offers UV Ray Protection Special Menu for Spring

Wikon Day Spa

When Day Spa's festival specialist is offering a special UV ray protection menu just in time for spring. As the sun's

Info: www.filmstudies.org/peace
www.moma.org/filmscreenings/2012/02/19

eyes get stronger, these treatments can protect your skin and preserve your youthful beauty. Treatments include the Vitamin C + E Facial (\$50m, \$150), the Sensitive Skin Facial (\$60m, \$95). Also, until Apr. 30, first time customers can receive 20% off treatments from the regular facial menus, including Signature Facial (\$60m, \$95), Anti-Aging Facial (\$90m, \$155), and Deep Pore Cleansing (\$60m, \$95). In addition, they offer Micro Dermabrasion for \$50 (Reg. \$150) for new clients only.

Location: 15W 4th St., (bet. 5th & 6th Ave.) 10th Fl.
New York, NY 10003
TEL: 212-973-7892

Breaklyn Japanese Restaurant Celebrates Its One-Year Anniversary

Stylish restaurant and lounge, Ota is celebrating its one-year anniversary. Located in historic Brooklyn Heights, Ota serves Japanese and Asian fusion cuisine with a modern Manhattan twist. Their expansive menu features a wide variety of dishes from the popular Teriyaki Sandwiches to the Crispy Duck Roll. Until Apr. 30, order one alcoholic drink and get a second drink free, or get 15% off your total (not combinable).

Location: 77 Clark St., (bet. Rte 6 & Navy St.)
Brooklyn, NY 11201
TEL: 718-775-2288 / www.ota-ny.com



Free Clay Cello Pack With Straightening Perm

For its 4th anniversary celebration, RH Plus Salon is offering a free Clay Cello Pack (Reg. \$10) with Japanese straightening perm treatment. This pack works amino acids into the core of hair and makes the hair look healthy and beautiful while sustaining perm longevity. The free Clay Cello Pack for straightening perm customers is valid from Apr. 1 – May 31.

Location: 805 3rd Ave., 2nd Fl., (bet. 4th & 5th Ave.)
New York, NY 10022
TEL: 212-446-8028 / www.rhplus.com

Special \$100 With Cosmetics Purchase

Japan's leading supplier of skincare cosmetics, Dr. Ci Labo is now offering a special gift for customers this spring. Starting Apr. 4 until May 20, purchase over \$25 of any of

Dr. Ci Labo's products, either at Mizuno Marketplace or via online, and you will eligible to receive an original fragrance organizer, which has Dr. Ci Labo's character Kari-Oton decorated on the inside, and ES Mineral Pressed Powder. Offer is available while supplies last.

Location: Mizuno Marketplace
 385 River St., (between Rte 90/92)
www.dr-cilabo.com



Hair Salon in the East Village Offers 20% Discount For New Clients

Yo-C Salon

Located in the East Village, Yo-C Salon takes pride in focusing on enhancing each individual's style without the excess influence of popular trends. Each stylist handles everything from cut, color to perms, which gives your finished hair a more cohesive and personal touch. Now, for a limited time only, new clients will be able to receive a 20% discount off all of services. Please note that this special offer cannot be combined with their student discount.

Location: 225 E. 5th St., (bet. 2nd & 3rd Ave.)
New York, NY 10003
TEL: 878-028-8855 / www.yo-csalon.com

Japanese Manga and Chinese Summer Classes

Hills Learning



Have any big plans this summer for learning a new language? Hills Learning is offering two outstanding courses for both Chinese and Japanese geared towards high school students. More specifically the Japanese course is called "Japanese with Manga", and teaches Japanese through a lot of student's favorite Japanese Manga. Each class is 5 hours a week of language instruction. For 4 weeks, the Japanese schedule runs from July 18 thru Aug. 31 and the Chinese schedule from July 25 thru Aug. 15. Visit the Hills Learning website for more information and sign up now as classes currently have early bird registrations, and allow a maximum of 10 students per class.

Location: 380 Lexington Ave., 10th Fl., (bet. 4th & 5th Ave.)
New York, NY 10017
TEL: 212-517-7923 / www.hillslarning.com

15% Off All Services With Stylist Nao Suzuki

Tomoko Shino Hair Salon

Her style, Nao Suzuki's acclaimed talents have brought her from working on photo shoots for fashion magazines to the prestigious "Acapa" hair salon in Tokyo. Now residing in New York, Nao Suzuki has joined Tomoko Shino Hair Salon to further challenge herself and create fresh new looks by blending fashion trends in Japan and New York. Tomoko Shino is now offering 15% off all services with Nao plus, a free Milose Neglige Off moisture treatment for dried, damaged hair (available exclusively on weekdays). Offer applies to new customers only and is valid thru June 30. At Tomoko Shino, a portion of the proceeds will be donated to Global Giving to aid the Japan Earthquake and Tsunami relief effort.

Location: 17 E. 4th St., (bet. 2nd & 3rd Ave.)
New York, NY 10003
TEL: 212-212-8828 / www.tomokoshino.com

Hair Color Promotion Deal

Giovanni-Sacchi Hair Salon

Giovanni-Sacchi Hair Salon on the Upper East Side specializes in color, highlights, and Japan new straight perms. Just in time for spring, they can help you choose a brand new hair color as well as cut & blowdry a very beautiful seasonal style all for the low price of \$99. For the month of April, Giovanni-Sacchi is also offering highlights and an Ionic Rescue Conditioner at 20% off the regular price. Mention Chagpicks NY when you make your appointment to enjoy this offer.

Location: 1294 Lexington Ave., (bet. 86th & 90th St.)
New York, NY 10028
TEL: 212-368-8837 / www.giovannisacchi.com



Beginner Shikata Training Class – 15% for Chagpicks NY Readers

Dan Center

The Dan Center, located in the heart of Midtown Manhattan is the place to go to alleviate body aches and pain. They will hold a series of beginner's level shikata training classes on Apr. 10, 12, 24, and May 1, which will provide information and training for those who are interested in learning the practical skills needed to master authentic shikata. All classes will be taught by Nao Suzuki, Director of the Dan Center. Class fee is \$1,995 and includes 20

hours of classroom training and 3 one-hour private sessions with a professional Dance/Center therapist. For Chopsick to NY readers only, they are offering 75% off the class fee. Mention Chopsick to NY when you make a reservation on the phone and receive this offer.

Location: NY E 35 St. 2E (bet. 3rd & 4th Ave.)

New York, NY 10002

Res: 212-687-6114 / www.dancecenter.com

Spring Sale Including Free Metronome and \$200 Discount on Sewal and Yamaha Pianos

Abnashie Piano

Abnashie Piano is a full service piano store offering sales, rental, repairs, and other services such as moving and storage. They are expanding their business hours and are now open seven days a week. They need to acquire sev-

erators for Saturday and Sunday visits, but now anyone can visit on both days at anytime between 10 am and 6 pm without any appointment. Celebrating this expansion, they're offering a Spring Sale during the month of April. Kawai and Yamaha Pianos are offered at \$200 off, and those who purchase any piano will receive a metronome.

Location: 1446 Park Ave., Flac. 10464 & 1036 St.

New York, NY 10025

Tel: 212-867-4173 / www.abnashiepiano.com



\$ Deal of \$ the Month

**20% Off
Anti-Aging Lotion
(Equivalent to \$18 Off)**

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Japan Earthquake and Tsunami Relief Information

On March 11th, an earthquake recorded at 9.0 on the Richter scale with its epicenter in the Pacific Ocean off the coast of Miyagi Prefecture, followed by a tsunami, resulted in enormous damage on the Tohoku and Kanto regions of Japan. Here at Chopsick to NY, we express our deepest condolences to the victims of this tragedy and hope for a speedy recovery. We have gathered information on organizations that are accepting donations to aid the rescue operations and recovery efforts.

Groups providing support activities

Red Cross www.americanredcross.org

Morcy Corps www.morcy.org

Aid organizations and foundations that accept donations

Global Giving www.globalgiving.org

The project will distribute funds to organizations providing relief and emergency services to victims of the earthquake and tsunami. Global Giving is working with International Medical Corps, Save the Children and other organizations on the ground.

Japan Society's Japan Earthquake Relief Fund

www.japansociety.org/japanearthquake

Over the years Japan Society has partnered with several Japanese and American nonprofits working to the benefits of disaster relief and recovery. 100% of your gift will be deducted from the total amount of the donation (if that directly helps those in need from the devastating effects of the earthquake and tsunami). You can contribute to the Japan Earthquake Relief Fund via online or by sending your check to: Japan Society, 333 E. 47th St., New York, New York 10017. Also: Japan Earthquake Relief Fund

AlumniNY (Japan Exchange and Teaching Program Alumni Association of New York)

<http://info.alumnyny.org/2011/03/11/japan-earthquake-relief/>
(AlumniNY will be forwarding 100% of the donation they receive to relief organizations specialized in education/schools/children to children in need.)

Mayer's Fund

www.sgc.gov/about/fund/fundraisers/mayers-fund

Donations to the Japan earthquake fund can be made in three ways:

1. Calling the Mayor's fund at: (212) 384-7754 and providing credit card information
2. Making checks marked with "Japan Earthquake" to Mayor's fund, 751 Broadway 9th Fl., New York, New York 10007
3. Going to the official website of the Mayor's fund and making an online payment under the Civic Involvement section, indicating that the donation is for the Japan earthquake (in the pay more details)

Other ways of donation

Donate via your Cellular Phone

Text "redcross" to 50599 to make a \$10 donation to the American Red Cross. Text "japan" or "quake" to 88888 to donate \$10 to the Japanese Army. Text "japan" to 30333 to send a \$10 donation to the humanitarian group World Vision. The charges will appear on your cell phone bill.

Donate via 9-Times

www.9times.com/charity/54752640/EGG/index.do, June 1st

Here at Chopsick to NY, in order to aid the recovery effort in response to the Japan Earthquake and Tsunami, we will continue to gather and present information about fundraising activities. If you create a fundraising organization or plan a fundraising event, please contact us by e-mail at the following address. We will provide clear information about how the donation money will be used, where to send donations, deadlines, etc. We thank you for your support.
info@chopsicktory.com

5 JAPANESE DIVAS YOU MUST NOT MISS

BY KATE T. WILLIAMSON

Fans of Japanese cinema, clear your schedules for the first three weeks of April. Beginning on the 1st, Film Forum will be showcasing the work of five legendary actresses from the Golden Age of Japanese cinema: Kinuyo Tanaka, Isuzu Yamada, Machiko Kyo, Setsuko Hara and Hideo Takemine.

Film Forum has a history of presenting great Japanese retrospectives (the recent celebration of Kurosawa's centennial and the Naruse retrospective several years ago were both illuminating and memorable) and this year is no exception. Instead of focusing on one particular (and male) director, however, this series, "5 Japanese Divas," highlights the leading ladies in an array of films by directors including Akira Kurosawa, Yasujiro Ozu, Keiji Muroguchi, and Mikio Naruse. Anyone familiar with the work of these directors will recognize the faces, or perhaps not all the names, of these five talented actresses.

Kinuyo Tanaka got her start in Ozu's early work but went on to have roles in Muroguchi's films. She stars as a samurai's daughter opposite Toshiro Mifune in the first film of the series, *The Life of Ozu* (1952), considered by the director to be his master piece. Isuzu Yamada may be best known to viewers as the Lady Macbeth figure in Kurosawa's *Throne of Blood* (1954). For those who have not seen Yamada's tour-de-force performance in this amazing film, now is the time, for those who have, it may be hard to

miss another chance to watch this film on the big screen. Two of Machiko Kyo's early films, Kurosawa's *Redshank* (1958) and Muroguchi's *Ugetsu* (1953), are classics of Japanese cinema and should not be missed. Known as the "Glorious Major" in Japan, Setsuko Hara is the sweet-faced star of many of Ozu's family dramas, including his renowned *Tokyo Story* (1953), yet played a leading role in Kurosawa's adaptation of Ostrovsky's *The Idiot* (1951). Rounding out this all-star group of actresses is Hideo Takemine, who as a child actor was known as Japan's Shirley Temple. She frequently worked with Naruse as an adult, often portraying strong women enduring adverse circumstances, such as her role as a widowed hostess in the moving *When a Woman Ascends the Stairs* (1960).

This series offers a chance to see both the breadth and depth of these divas and also an opportunity to get a wonderful overview of the films—some of which are rarely screened in the U.S. and not avail-

able on DVD—of Japanese masters with very different styles and sensibilities. Although all the films are worth seeing, series programmer Bruce Goldstein notes that Naruse's *Heaven* (1964), *Repeat* (1951), and *Obsession* (*Mother*, 1952) are rarely shown. Some of his personal favorites include Ozu's *Early Summer* (1951), Muroguchi's *Sansho the Bailiff* (1954), and "the normie of the series," Kurosawa's musical comedy *Golden Gate Home* (1951), which was Japan's first color film.

Although not part of "5 Japanese Divas," another cinematic treat awaits those longing for one more stunning Japanese film, a new 25mm print of Kon Ichikawa's beautiful *The Makioka Sisters* (1953), an adaptation of Junichiro Tanizaki's classic novel (at Film Forum May 4–12).

Kate T. Williamson would like to spend the first three weeks of April at the Film Forum.



Kinuyo Tanaka



Isuzu Yamada



Machiko Kyo



Setsuko Hara



Hideo Takemine

*All photo images courtesy of Jison-Pelex

5 JAPANESE DIVAS AT FILM FORUM

- Apr. 1, 2. *The Life of Ozu*
- Apr. 3, 4. *Early Summer*
- Apr. 4. *Shadows of the Glen, Cheapest Girl**
- Apr. 5. *Heaven, Repeat**
- Apr. 6. *Late Spring*
- Apr. 7. *The Face of Another*
- Apr. 7. *Obsession*
- Apr. 8. *The Idiot*
- Apr. 9. *Redshank, Ugetsu**
- Apr. 10/11. *Tokyo Story*
- Apr. 12. *Heaven*

- Apr. 10. *Sansho the Bailiff*
- Apr. 14. *When a Woman Ascends the Stairs*
- Apr. 15. *Heaven, Clouds*
- Apr. 15. *Street of Shame, Golden Gate Home**
- Apr. 17, 18. *Throne of Blood*
- Apr. 19. *Twenty-Four Eyes*
- Apr. 20. *Floating Weeds*
- Apr. 21. *Tokyo Twilight*

*2 films for 1 admission

Film Forum
205 W. Houston St., (bet. Venice St. & 9th Ave.)
New York, NY 10014
TEL: 212-720-8116
www.filmforum.org

May 4–12*
The Makioka Sisters (New 25mm print)
Directed by Kon Ichikawa

Based on Junichiro Tanizaki's classic novel (*Sanshuyoku* [Light Snow]), the movie depicts the life and relationship of four beautiful sisters from a wealthy merchant family in Osaka on the eve of World War II. Originally published during the War, the novel was once banned by the Japanese military because the novel's depiction of the luxurious life was considered inappropriate during wartime. The novel was adapted for film three times and Ichikawa's version is particularly acclaimed due to its cool portrayal of the elegant high society having the footstep of the fall.

*No screening on May 9

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Milon Popaker
Graduate Student

I would say the floral design is very appealing for me as a visually concerned person. It is pretty practical as far as length and width, the part I grip on the pen is finely measured so that it doesn't slip my hand. Colors are very trendy. I personally picked pink for school, and purple for office.



Nanase Nakamura
Junior high school student

When I first saw these pens, I thought they were very cute and girly. I like the ribbed rubber grip. The feel of the writing is relatively smooth. Out of the five colors my favorite is the purple. I like the quick and playfulness of these pens.



Naswadi Kruksom
Illustrator

I like the color. It is a nice combination and very bright. It is perfect for highlighting or coloring. The ink flows very smoothly and doesn't mess my fingertips. The design is also great. I like the rubber part that prevents the pen from slipping when I draw. The pen is the perfect size.



I enjoyed using these pens a lot. The design is very fresh and they are not very thin which allows for a stable grip. The rubber barrel further helps the grip and this allows for smooth and fast writing. The many colors were very useful for notes in my multi-tasking, everyday routine. The pens are very light so it is easy to write with them for a long time and it does not hurt my fingers. The ink is excellent!



Nasrin Alkhatib
Financial professional

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